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No. C22 J

THE PERFORMANCE OF CBC ENGLISH
TV NETWORK PROGRAMS:

FALL-WINTER SEASON 1973-74

WEEKLY PANEL REPORTS:
SEPT. 7, 1973 - APR. 11, 1974



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THE AUDIENCE PERFORMANCE OF CBC ENGLISH TV NETWORK PROGRAMS:

FALL-WINTER 1973-1974

This file contains weekly reports on the audience performance of CBC-TV English (and CTV) network programs throughout the 1973-74 fall-winter season - primarily on the weekly fluctuations in the size of their audiences and on the extent to which these programs were actually enjoyed, or otherwise appreciated, by those who watched them.

The source of this information is the CBC English TV Network Audience Panel. This is a continuing panel of respondents selected, on a probability sampling basis, to be representative of all persons in Canada, with television, over the age of 11, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. Panel members provide daily records of the programs they have or have not seen that day and also indicate the extent to which they have enjoyed those programs they have seen.

To minimize the danger of any respondent remaining on the panel too long and of his reactions thereby becoming biased, the entire panel is systematically 'rotated', a proportion of all panel members being retired and a new probability sub-sample drawn as a replacement each week. Over this past 1973-74 fall-winter season, the panel covered 31 consecutive weeks of programming, from early September through to mid April, in the course of which audience information was obtained, on about 4000 individual network broadcasts, from a total sample of over 12,000 respondents. A single week's sample averaged about 2,300.

These weekly reports are essentially general summaries of program performance and hence deal mainly with the reactions of the audience or potential audience as a whole to each program as a whole. The panel is also, however, the source of more detailed information required for programming, sales and other purposes. This relates mainly to (a) the reactions of different demographic segments of the viewing public and of different 'types' of viewers to the various programs available to them, (b) audience reactions to particular parts and aspects of programs and program series, including reactions to individual performers, (c) broad patterns of viewing behaviour as revealed, for example, by reach-frequency and cumulative audience analyses, and (d) long-term trends in program and overall network performance. This information is separately reported, periodically and/or as required.

Further technical information on these panel surveys is available on request.

May 1974

ORIGINAL ARTICLES

THE EFFECT OF THE INFLUENZA VIRUS ON THE RESPIRATORY TRACT
J. H. HAY, M.D., AND J. C. HAY, M.D.
From the Department of Pathology, University of Chicago, Chicago, Ill.

The influenza virus, when introduced into the respiratory tract of man, produces a disease which is characterized by a prodromal stage, followed by a period of incubation, and then by a period of illness. The prodromal stage is characterized by a general malaise, headache, and aching of the muscles. The incubation period is usually from one to two weeks. The illness is characterized by a high fever, a dry cough, and a sore throat. The virus is usually found in the nasal secretions and in the sputum. It is also found in the blood and in the urine. The virus is highly contagious and is spread by direct contact with the infected person or by contact with his secretions. It is also spread by contact with objects which have been contaminated by the virus. The virus is very resistant to heat and to disinfectants. It can survive for several days in a dry state. The virus is also very resistant to cold. It can survive for several months in a frozen state. The virus is usually found in the nasal secretions and in the sputum. It is also found in the blood and in the urine. The virus is highly contagious and is spread by direct contact with the infected person or by contact with his secretions. It is also spread by contact with objects which have been contaminated by the virus. The virus is very resistant to heat and to disinfectants. It can survive for several days in a dry state. The virus is also very resistant to cold. It can survive for several months in a frozen state.

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A CBC RESEARCH REPORT

TV/73/32

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: SEPTEMBER 7-13, 1973

THIS WEEK

This is the first weekly audience report of the 1973-74 TV season. It covers the period September 7-13 when many series in the new fall-winter CBC schedule were having their first airing of the season. As experience has shown, initial audience reactions to many of these programs will almost certainly undergo change as the season progresses, particularly as the competitive situation becomes more stabilized. These first indications should not therefore be taken as necessarily predictive.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- . The two programs drawing the biggest network audiences this week were CANNON and ALL IN THE FAMILY. Broadcast from 8:00-10:00 pm on Monday, the special two-hour introductory episode of the 1973-74 'Cannon' series drew an adult-teenage audience of 29 per cent. This is about the same size of audience that the U.S.-produced crime-drama series maintained in the early weeks of last season when, in the Monday 8:30-9:30 pm slot, it ran against the CTV network's 'Medical Centre'. In the common CBC-CTV reception area, this week's extra-long 'Cannon' ran directly against, and heavily outdrew, three separate CTV programs - 'The Rookies' (8:00-9:00 pm), 'Adam's Rib' (9:00-9:30 pm) and 'Pig 'N' Whistle' (9:30-10:00 pm). Continuing also to give much enjoyment to the great majority of those who watch it, 'Cannon' on this occasion rated an audience enjoyment index of 84.

For its final 'summer repeat' show, 'All In The Family' also had a 29 per cent audience this week. Broadcast in the usual 'All In The Family' slot at 8:30-9:00 pm on Friday, the repeat broadcast was very well received by those who watched it, index of audience enjoyment 87. (Next week, the 'Family' series moves to the new, earlier Friday slot of 8:00-8:30 pm.)

- . Also among the week's biggest audience attractions was THE WALTONS (Sunday 7:30-8:30 pm), a newcomer to Canadian television this season. The CBS series, about a close-knit family living in the Blue Ridge Mountains during the "hard times" of the 1930's, made its CBC network debut with a two-hour program last Sunday. At the national level, the audience to this second episode was 26 per cent - about equal in size to early-season audiences to last year's 'Anna and The King' and 'Julie Andrews' shows which ran from 7:30-9:00 pm on Sunday. In the common CBC-CTV reception area, 'The Waltons' this week outdrew the directly opposing CTV National Geographic program in an audience ratio of about 3 to 1. Being equally well received by young and older viewers, 'The Waltons' this week was very well received with a high audience enjoyment index of 86.
- . Concluding its series of summer repeats, THE WONDERFUL WORLD OF DISNEY (Sunday 6:00-7:00 pm) this week presented part two of the 1964 adventure film 'A Tiger Walks'. Typical of the series, the program was again much enjoyed with an audience enjoyment index of 85. The size of the audience was 24 per cent - about equal to that of repeat 'Disney' programs shown at about this time last year but significantly below the average 1972-73 'Disney' audience of 32 per cent.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: SEPTEMBER 7-13, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
CANNON	Mon. 8:00-10:00	29	84
ALL IN THE FAMILY (Repeat)	Fri. 8:30- 9:00	29	87
THE WALTONS	Sun. 7:30- 8:30	26	86
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	24	85
MARY TYLER MOORE	Tue. 8:00- 8:30	24	81
CAROL BURNETT	Thu. 8:00- 9:00	23	74
'V.D. BLUES' (Repeat)	Sun. 10:00-11:00	22	67
+ EXPOS BASEBALL	Wed. 8:30-11:16	21	83
'THE WORLD OF LIBERACE'	Tue. 8:30- 9:30	21	79
+ FOOTBALL - CFL (Montreal at Edmonton)	Sat. 10:00-12:27 am	20	82
MASH (Repeat)	Fri. 8:00- 8:30	19	82
NEEDLES AND PINS	Sun. 8:30- 9:00	17	62
THE BEACHCOMBERS (Repeat)	Sun. 7:00- 7:30	16	69
COUNTRY ROADS	Fri. 9:00-10:00	14	67
* CBC NATIONAL NEWS	S-S 11:00-11:21	14	81
IN THE SOUTH SEAS (Gilbert Islands)	Mon. 10:00-10:30	11	76
IT'S A MUSICAL WORLD	Tue. 9:30-10:00	11	81
EDGE OF NIGHT	M-F 3:30- 4:00	9	82
'APPLES OF GOLD IN PICTURES OF SILVER' (Repeat)	Sun. 9:00-10:00	9	71
* ALL AROUND THE CIRCLE	Sat. 8:00- 8:30	7	81
THE ASCENT OF MAN ('Knowledge Or Certainty')	Tue. 10:00-11:00	7	64
FAMILY COURT	M-F 4:00- 4:30	6	73
WHAT ON EARTH	Mon. 10:30-11:00	5	58
+ MANN CUP LACROSSE FINAL	Sat. 2:00- 4:24	5	74
* NOW LOOK HERE	Wed. 8:00- 8:30	3	\$
¢ MAIN CHANCE (Repeat)	Sat. 8:30- 9:30	3	\$
COUNTRY CANADA	Sun. 1:30- 2:00	3	\$
TAKE THIRTY	M-F 3:00- 3:30	2	72
+ SPORTSWEEK	Sat. 4:25- 5:00	2	\$
MUSIC TO SEE	Sun. 5:00- 5:30	1	\$
SUNDAY BEST	Sun. 4:00- 5:00	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

¢ Pre-empted in the West.

\$ Sample too small for reliable reporting of enjoyment level.

- . Returning to the same Tuesday (8:00-8:30 pm) slot that it occupied last season, MARY TYLER MOORE this week drew a 24 per cent audience to the opening program of its 1973-74 series. This is about the same size of audience that the series attracted in the very early weeks of last season and also about average for the 1972-73 'Mary Tyler Moore' series as a whole (average audience 25 per cent). The index of audience enjoyment for this week's show was 81 - about average for the series.
- . Though still drawing a substantial audience, CAROL BURNETT this week appears to have been significantly affected by its new CTV competition. Remaining in the Thursday 8:00-9:00 pm slot that it occupied last season, the program (which last year maintained a 2 to 1 audience advantage over 'Streets of San Francisco' in those areas where both were available) this year faces 'Kung Fu', a series which during the past summer was the CTV network's biggest audience attraction. On this first occasion that the two were in direct opposition, the 'Burnett' show managed only to share audience about equally with 'Kung Fu'. At the national level, viewing of 'Carol Burnett' this week was at the 23 per cent mark - well below the 1972-73 series' viewing norm of 27 per cent and far short of the 32 per cent level attained by last year's opening program. Nor was Thursday's 7th-season opener as well received by those who watched it as its counterpart last year, the indices of enjoyment for the broadcasts being 74 and 80 respectively. The index of 74 for this week's program is, however, about equal to the average index of the '72-'73 'Burnett' series.
- . At 10:00-11:00 pm on Sunday, the network presented a repeat showing of V.D. BLUES, the NET-produced film that incorporates pop music, comedy sketches and dramatic playlets to provide young people with factual information concerning venereal disease. Though the 22 per cent audience to this repeat broadcast was only about two-thirds as big as that to the original (which ran two hours earlier on Wednesday, February 28, 1973) it is still a very substantial audience for a program running in this late Sunday evening slot. Again showing an inverse correlation between the age of the viewer and the extent to which it was enjoyed, the film on this occasion rated an index of 74 by viewers under the age of 35, an index of 61 by the 35-49 year old group and an index of only 58 among viewers aged 50 and over. The resultant index of enjoyment for the audience as a whole was 67.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: SEPTEMBER 7-13, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE	Thu. 7:30- 8:00	21	80
THE IRISH ROVERS (Repeat)	Thu. 9:00- 9:30	11	82
THAT GIRL	Fri. 5:30- 6:00	10	75
LOTS A LUCK	Mon. 7:30- 8:00	9	68
SINGALONG JUBILEE (Repeat)	Fri. 10:00-10:30	6	77
MS! (Dr. Heather Morris)	Thu. 10:00-10:30	4	67
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	77
* NORMAN CORWIN PRESENTS ('The One Man Group') (Repeat)	Wed. 7:30- 8:00	3	\$
♢ EQUESTRIAN GRAND PRIX	Sun. 2:30- 3:49	3	\$
* ♢ VIEWPOINT	M-F 11:22-11:29	3	73
* STRATUSFACTION	Sat. 7:00- 7:30	3	\$
MR. CHIPS	Fri. 7:30- 8:00	3	\$
TO SEE OURSELVES ('God's Sparrows') (Repeat)	Thu. 9:30-10:00	3	\$
THE GALLOPING GOURMET	M-F 1:30- 2:00	3	73
* KLAHANIE	Sat. 1:30- 2:00	2	\$
UPDATE	Sat. 6:00- 6:30	2	\$
THE REAL MAGEES	M-F 1:30- 2:00	2	\$
TELESCOPE (R.C.M.P.-Pt. 1) (Repeat)	Fri. 10:30-11:00	2	\$
TIME TO REMEMBER	Sun. 1:00- 1:30	2	\$
ENCOUNTER	Thu. 10:30-11:00	2	\$
PAYDAY	Sun. 2:00- 2:30	1	\$
IMPRESSIONS (Guy Rocher)	Sun. 5:30- 6:00	1	\$
* THE WORLD OF MAN	Sat. 1:00- 1:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	14	83
<u>CTV PROGRAMS</u>			
SONNY AND CHER	Fri. 7:30- 8:30	21	80
+ KUNG FU	Thu. 8:00- 9:00	20	83
IRONSIDE	Thu. 9:00-10:00	18	81
* ACADEMY PERFORMANCE ('Shoot Out')	Sat. 8:00-10:00	18	77
+ FBI (Repeat)	Fri. 10:00-11:00	16	77
+ THE STREETS OF SAN FRANCISCO	Thu. 10:00-11:00	16	82
MEDICAL CENTRE	Mon. 10:00-11:00	16	80
♢ FOOTBALL - CFL (Ottawa at Winnipeg)	Wed. 9:00-11:37	16	71
CTV SUNDAY NIGHT MOVIE ('MacMillan And Wife-Cop of the Year') (Repeat)	Sun. 8:30-10:00	16	81
FRIDAY NIGHT MOVIE ('Tenafly') (Repeat)	Fri. 8:30-10:00	16	73
* POLICE SURGEON	Sat. 7:30- 8:00	14	77
♢ FOOTBALL-CFL (Montreal at Vancouver)	Tue. 11:00- 1:25 am	13	79
* BRIDGET LOVES BERNIE (Repeat)	Sat. 7:00- 7:30	12	75
+ THE ROOKIES	Mon. 8:00- 9:00	11	77
+ MARCUS WELBY, MD	Tue. 10:00-11:00	11	81
+ THE BRADY BUNCH (Repeat)	Fri. 7:00- 7:30	11	76
PIG AND WHISTLE	Mon. 9:30-10:00	10	71
ADAM'S RIB	Mon. 9:00- 9:30	10	73
* CTV NATIONAL NEWS	S-S 11:00-11:20	9	78
NATIONAL GEOGRAPHIC ('Yankee Sails Across Europe') (Repeat)	Sun. 7:30- 8:30	9	84
ANOTHER WORLD	M-F 3:00- 3:30	8	87
♢ FOOTBALL - CFL (Calgary at Regina)	Sun. 2:00- 4:30	8	83
+ IAN TYSON	Thu. 7:00- 7:30	7	75
+ WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	7	79
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	6	73
SOMERSET	M-F 2:30- 3:00	5	87
* TARGET THE IMPOSSIBLE	Tue. 9:30-10:00	5	71
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	4	78
ANYTHING YOU CAN DO	M-F 4:00- 4:30	4	66
♢ FOOTBALL-CFL (Hamilton at Toronto)	Sun. 2:00- 4:37	4	80
* CHALLENGING SEA	Sun. 5:00- 5:30	4	80
'WINDOW ON THE WORLD-WIN SOME, LOSE SOME' (Repeat)	Sun. 10:00-11:00	4	67
+ SPORTS BEAT '73	Wed. 10:30-11:00	1	\$

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

♢ Last ten minutes not telecast due to technical difficulties.

♢ Pre-empted on Tuesday

+ Not carried (on this day and at this time) on all CTV stations.

♢ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

♢ Western network plus four Ontario CTV stations.

* Eastern network only.

\$ Sample too small for reliable reporting of enjoyment level.

- . At 8:30-9:30 pm on Tuesday, a substantial 21 per cent audience was attracted to THE WORLD OF LIBERACE. Narrated by Liberace himself, the special program profiled the private and professional lives of the famed entertainer. Though only moderately well received by viewers under the age of 35, 'Liberace', as might be expected, was specially enjoyed by the older segment of the audience - particularly by the 50 and over age group which rated it an index of 84. The enjoyment index for the audience as a whole was 79.
- . The MASH comedy series which, next week, makes its second season debut in a new Friday 8:30-9:00 pm slot, this week presented the last of its summer repeat programs in the Friday 8:00-8:30 pm slot. At 19 per cent, the audience was about equal in size to the pre-Christmas audience to last year's series. However, in the common CBC-CTV coverage area where 'Mash' was running directly against 'Sonny and Cher', the CTV network had a slight audience advantage over the CBC series - a reversal of the usual situation held by these two series last year. (Next week, CTV opposition to the 'Mash' series will be the network's 'Friday Night Movies' series.) Maintaining the high level of audience enjoyment attained by most previous 'Mash' programs, this week's repeat show rated an audience enjoyment index of 82.
- . Audience reaction to this week's premiere of NEEDLES AND PINS, the new NBC series set in the Manhattan garment district, was not particularly enthusiastic. Broadcast following 'The Waltons' at 8:30-9:00 pm on Sunday, the program drew an audience of 17 per cent - only about two-thirds as big as Sunday 8:00-9:00 pm audiences recorded for 'Julie Andrews' in the early weeks of last season. In the CBC-CTV reception area, CTV opposition to 'Needles and Pins' this week was a 'MacMillan and Wife' movie which also began at 8:30 pm but which ran until 10:00 pm. In this common area, these two programs shared audience equally. With only about one-third of those who watched 'Needles and Pins' rating it as a program that they had enjoyed very much, the initial index of enjoyment for the series was a rather low 62.
- . The program occupying the 'Sunday at Nine' (9:00-10:00 pm) slot this week was APPLES OF GOLD IN PICTURES OF SILVER, a drama about a middle-aged couple who are expecting their first child. Originally broadcast in October 1969 as part of the 'Corwin' series, the Sandy Stern play stars Eileen Heckart and Nehemiah Persoff. As was the case on the first showing, audience reaction to Sunday's program was specially favourable for a CBC-produced drama. With some three-quarters of those who watched the play rating it as one that they had enjoyed either "very much" or "quite a bit", the index of enjoyment for the audience as a whole was 71 - well above the enjoyment norm of 58-59 for CBC drama productions.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: SEPTEMBER 7-13, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS		CTV PROGRAM	
FRI 7th	7:00- 7:30	Local Programming	11	+ THE BRADY BUNCH (Repeat)		
	7:30- 8:00	Not Complete Network	22	SONNY AND CHER		
	8:00- 8:30	MASH (Repeat)		19		
	8:30- 9:00	ALL IN THE FAMILY (Repeat)	28	16	FRIDAY NIGHT MOVIE ('Tenafly') (Repeat)	
	9:00- 9:30	COUNTRY ROADS	13			
	9:30-10:00					
	10:00-10:30	Not Complete Network	17	+ F.B.I. (Repeat)		
	10:30-11:00					
SUN 9th	7:00- 7:30	THE BEACHCOMBERS (Repeat)	15	Not Complete Network		
	7:30- 8:00	THE WALTONS	25	9	NATIONAL GEOGRAPHIC ('Yankee Sails Across Europe') (Repeat)	
	8:00- 8:30					
	8:30- 9:00	NEEDLES AND PINS	16	16	CTV SUNDAY NIGHT MOVIE ('MacMillan And Wife-Cop Of the Year') (Repeat)	
	9:00- 9:30	'APPLES OF GOLD IN PICTURES OF SILVER' (Repeat)	8			
	9:30-10:00					
	10:00-10:30	'V.D. BLUES' (Repeat)	22	4	'WINDOW ON THE WORLD - WIN SOME, LOSE SOME' (Repeat)	
10:30-11:00						
MON 10th	7:00- 7:30	Local Programming	#	GIRL WITH SOMETHING EXTRA		
	7:30- 8:00	Not Complete Network	#	DIANA		
	8:00- 8:30	CANNON	28	12	THE ROOKIES	
	8:30- 9:00			10	ADAM'S RIB	
	9:00- 9:30			11	PIG 'N' WHISTLE	
	9:30-10:00			17	MEDICAL CENTRE	
	10:00-10:30	IN THE SOUTH SEAS (Gilbert Islands)	11			
	10:30-11:00	WHAT ON EARTH	4			
WED 12th	8:30- 9:00	△ EXPOS BASEBALL (Montreal at St. Louis)	21	Not Complete Network		
	9:00-11:00			16	△ CFL FOOTBALL (Ottawa at Winnipeg)	
	11:00-11:15					
THU 13th	7:00- 7:30	Local Programming	7	+ IAN TYSON		
	7:30- 8:00	Not Complete Network	Not Complete Network			
	8:00- 8:30	CAROL BURNETT	22	21	+ KUNG FU	
	8:30- 9:00					
	9:00- 9:30	Not Complete Network	19	IRONSIDE		
	9:30-10:00					
	10:00-10:30				17	+ THE STREETS OF SAN FRANCISCO
	10:30-11:00					
5-5	11:00-11:20	* CBC NEWS	13	10	* CTV NEWS	

* Re-scheduled in some areas on two occasions.

+ Not carried (on this day and at this time) on all CTV stations.

△ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

* Broadcast time 9:00-11:37 pm EDT.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Tuesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Tuesday data in this table.

- . At 7:00- 7:30 pm on Sunday, THE BEACHCOMBERS drew a somewhat-below-average audience of 16 per cent to a repeat showing of one of last year's adventures. The index of 69 for the broadcast was about equal to the enjoyment norm of the 1972-73 'Beachcomber' series.
- . Monday (10:00-10:30 pm) of this week marked the beginning of the new CBC-Vancouver series IN THE SOUTH SEAS. The nine-part series will study the peoples, cultures and many changes taking place in the South Pacific Islands. The opening program - focusing on a tiny village in the Gilbert Islands - was fairly well received (enjoyment index, 76) by an adult-teenage audience of 11 per cent.
- . Earlier Monday evening, at 7:30-8:00 pm, the metronet and some CBC affiliated stations premiered the NBC comedy series LOTSA LUCK. Based on a popular British series, 'Lotsa Luck' stars Dom De Luise, Kathleen Freeman, Beverley Sanders, Wynn Irwin and Jack Knight. The program drew an initial audience of 9 per cent nationally, 10 per cent within the CBC metronet area where the program is fully available. This is a considerably smaller metronet-area audience than was maintained by 'The Irish Rovers' when it ran in this same 7:30-8:00 pm Monday slot last season. Running directly against this first 'Lotsa Luck' show on CTV stations was the debut of the new 'Diana' series; no audience information is available for this latter series on this occasion. With an index of audience enjoyment of 68, viewer reaction to the opening 'Lotsa Luck' program was not specially favourable.
- . Now in its second week of the new season, MAUDE (Thursday, 7:30-8:00 pm on the metronet and some CBC affiliated stations) this week drew a substantial 21 per cent audience - much the same size of audience that the series maintained in the same Thursday slot last season. Continuing also to be very much appreciated by the majority of those who watch it, 'Maude' this week rated an index of 80 for the concluding episode of its two-part season opener.
- . As a follow-up to the previous week's program which had journalist-actress Gale Garnett give her pro-abortion views, MS (Thursday 10:00-10:30 pm on the metronet and on some affiliate stations) this week talked with Dr. Heather Morris, President of 'Alliance For Life'. Questioned by series' host Margo Lane, Dr. Morris stated her reasons for opposing legalized abortions. The two were then joined by writer-broadcaster Charles Templeton. About matching the performance of the Gale Garnett program, the broadcast as a whole rated an enjoyment index of 67 by a national audience of 4 per cent.

- . IT'S A MUSICAL WORLD, the CBC-Vancouver produced music series that throughout the summer months has been running in the Thursday 8:00-8:30 pm slot, this week made its final appearance on Tuesday evening at 9:30-10:00 pm. In line with audience response to preceding editions, this week's 'Musical World' was highly acclaimed with an audience enjoyment index of 81. The audience was 11 per cent.
- . Saturday of this week marked the final appearance of the summer music series ALL AROUND THE CIRCLE. Broadcast at 8:00-8:30 pm east of Saskatchewan but rescheduled to various other times in more Western areas, the closing program was very much enjoyed (index 81) by a national audience of 7 per cent.
- . At 9:00-10:00 pm on Friday, the network presented COUNTRY ROADS, the series which in recent weeks has been replacing the regular-season 'Tommy Hunter' show. In addition to Ronnie Prophet and other 'Country Roads' regulars, this week's broadcast featured Lynn Jones, Mike Graham, Joey Tardiff and Cal Dodd. With many viewers expressing their dislike for the humor portions of the show, audience reaction to the broadcast was only moderately enthusiastic. The index of enjoyment was just 67 - far short of the high 83 index averaged by the 'Hunter' series last season. This week's audience to 'Country Roads', at 14 per cent, was only slightly smaller than most early-season 'Tommy Hunter' audiences of 16-18 per cent.
- . In this week's edition of THE ASCENT OF MAN (Tuesday 10:00-11:00 pm) series' host Dr. Jacob Bronowski discussed scientific knowledge and responsibility. Though close to half of those who watched the program rated it one they had enjoyed "very much", results of special questionning revealed that a substantial number of viewers found it to be too technical for their understanding or enjoyment. As a result, the enjoyment index for the audience as a whole was a rather low 64. The size of the audience was 7 per cent - about average for documentaries running in this late Tuesday slot at this time of year.

A CBC RESEARCH REPORT

TV/73/33

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: SEPTEMBER 14-20, 1973

THIS WEEK

This report covers a week when most CBC network regular series were making either their first or second appearance of the season. Special programming on the full network included the world television premiere of the movie 'My Fair Lady', a report on the three-day 'Liberal Convention', the Peanuts cartoon 'You're Not Elected Charlie Brown', and highlights of the recent 'Canadian Commonwealth Track and Field Trials'. In addition, the metronet and some CBC affiliated stations carried the musical 'Gary Karr and His Friends', a 'Men's International Tennis' match and live coverage of the 'B.C. Derby' and 'Marlboro Cup' horse races.

Due to insufficient advance notice of scheduling, no audience information is available for the network's repeat showing of 'Next Year We'll Take A Few Gold'. Nor is data available this week for 'That Girl' or the opening program of the new 'Police Story' series.

Regular network series pre-empted throughout the country this week included 'Beachcombers', 'The Waltons', 'Needles and Pins', 'Main Chance' and 'Time To Remember'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Friday evening marked the season premieres of the ALL IN THE FAMILY and MASH comedy series. Having traded time slots, 'All In The Family' now precedes 'Mash' at 8:00-8:30 pm with 'Mash' now opposing the 'CTV Friday Night Movie' and the Archie Bunker series (which last year ran against the 'Movie') now opposing 'Sanford and Son'. (This latter series is new to the CTV network and one for which this week, no audience data is available.) At 32 per cent, Friday's audience to 'All In The Family' was 3 percentage points bigger than the audience the series attracted to the 1972-73 season opener. In its new (8:30-9:00 pm) slot, 'Mash' drew one of its biggest audiences to date - 24 per cent as against last season's early-season audiences of 18-19 per cent and a 1972-73 average audience of 21 per cent. Thus, for this initial occasion at least, the overall result of these Friday evening schedule changes, as far as the early-season situation is concerned, was a significant gain in the CBC audience in the 8:00-9:00 pm period.

Both 'All In The Family' and 'Mash' were much enjoyed by the great majority of those who watched them, the index of audience enjoyment in each case being a high 84.

- Friday evening (9:00-10:00 pm) also marked the final appearance of the 'Tommy Hunter' summer replacement program COUNTRY ROADS. At the national level, the audience to the closing program was 14 per cent - unchanged from the week before. In those areas where both were fully available, the audience to 'Country Roads' was about equal in size to that of the opposing CTV 'Friday Night Movie'. With an enjoyment index of 67, 'Country Roads' was again only moderately well received by its audience as a whole.

- Continuing in its familiar 6:00-7:00 pm slot on Sunday, THE WONDERFUL WORLD OF DISNEY this week began a new season with part one of 'The Barefoot Executive'. Though the 23 per cent adult-teenage audience to the broadcast is about the same size as the audience of the previous week's repeat 'Disney', it is significantly smaller than the 29 per cent audience of the 1972-73 'Disney' opener and much below the average 32 per cent audience of last year's series. With audience enjoyment unchanged from most weeks, 'Disney' this week rated a high enjoyment index of 84.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: SEPTEMBER 14-20, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
'MY FAIR LADY' (Film)	Sun. 7:30-11:00	42	86
ALL IN THE FAMILY	Fri. 8:00- 8:30	32	84
CANNON	Mon. 8:30- 9:30	25	83
MASH	Fri. 8:30- 9:00	24	84
‡ THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	23	84
MARY TYLER MOORE	Tue. 8:00- 8:30	23	79
CAROL BURNETT	Thu. 8:00- 9:00	23	76
'YOU'RE NOT ELECTED CHARLIE BROWN'	Sun. 7:00- 7:30	20	69
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	19	80
+ FOOTBALL - CFL (Regina at Toronto)	Wed. 8:00-10:30	19	81
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	17	80
THIS IS THE LAW	Mon. 9:30-10:00	16	71
* CBC NATIONAL NEWS	S-S 11:00-11:21	15	82
COUNTRY ROADS	Fri. 9:00-10:00	14	67
IN THE SOUTH SEAS (Solomon Islands)	Mon. 10:00-10:30	11	79
EDGE OF NIGHT	M-F 3:30- 4:00	11	84
△+ FOOTBALL-CFL (Calgary at Edmonton)	Sat. 8:00-10:42	10	78
THE ASCENT OF MAN (Reproduction)	Tue. 10:00-11:00	8	76
+ FOOTBALL-NFL (San Francisco at Miami)	Sun. 1:00- 4:06	7	75
FAMILY COURT	M-F 4:00- 4:30	7	71
□+ FOOTBALL-CFL (Ottawa at Hamilton)	Sat. 8:00-10:41	6	84
MAN ALIVE	Mon. 10:30-11:00	5	73
*‡ CANADIAN COMMONWEALTH TRACK AND FIELD TRIAL	Sat. 2:00- 4:00	4	78
+ LIBERAL CONVENTION	Sun. 4:07- 5:05	3	\$
TAKE THIRTY	M-F 3:00- 3:30	3	78
+ CANADIAN SPORTS REPORT	Wed. 10:30-11:00	2	\$
*‡ MUSIC TO SEE	Sun. 5:07- 5:30	2	\$

‡ Joined in progress in some areas.

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

△ Western network only.

□ Eastern network only.

\$ Sample too small for reliable reporting of enjoyment level.

- . In the Sunday 7:00-7:30 pm slot normally occupied by 'The Beachcombers', the network this week presented the season's first 'Charlie Brown' cartoon. In addition to an unknown but undoubtedly large number of children under the age of 12, YOU'RE NOT ELECTED, CHARLIE BROWN drew an adult-teenage audience of 20 per cent. This surpasses by 4 percentage points the audience of last week's final 'Beachcombers' repeat. In the common CBC-CTV coverage area, the audience to 'Charlie Brown' was also far bigger (ratio more than 2:1) than that of the directly opposing CTV program, 'Brady Bunch'. The latter, which previously ran at the same hour on Friday evenings, was beginning its new season in the 7:00-7:30 pm Sunday slot. In line with viewer reaction to 'Charlie Brown' specials in previous seasons, 'You're Not Elected, Charlie Brown' rated a moderately favourable index of 69 by those adults and teenagers who watched it.
- . By far the biggest network audience this week went to the television premiere of the Rex Harrison-Audrey Hepburn film version of Lerner and Loewe's MY FAIR LADY. Broadcast following the Charlie Brown cartoon from 7:30-11:00 pm on Sunday, it was watched, at least in part, by a 42 per cent audience representing some 5.4 million adults and teenagers. Indeed, close to two-thirds of this number watched the entire three-and-a-half hour broadcast. This 42 per cent audience to 'My Fair Lady' is, of course, far bigger than the previous week's audiences to the regular Sunday evening programs - 'The Waltons' and 'Needles and Pins' (audiences 26 and 17 per cent respectively). And, with this increased viewing on CBC stations, there was a drastic reduction this week - almost by half - in the size of the audience to the opposing 90-minute 'CTV Sunday Night Movie' 'MacMillan and Wife'. In addition, CTV's 'Sonny and Cher', which was making its first appearance in its new Sunday 7:30-8:30 pm slot, this week drew only about two-thirds as many viewers as it did at the same hour on Friday the week before. The index of audience enjoyment of 'My Fair Lady' was a high 86. (Information on the French network audience for this 'My Fair Lady' broadcast is not yet available and will be reported separately.)
- . Despite the inordinately big audience lead-in provided by the 'My Fair Lady' broadcast, the Sunday NATIONAL (11:00-11:14 pm) drew a 15 per cent audience - just a point or two above the normal viewing level maintained by the Sunday edition of the 11 pm newscast during the 1972-73 season. Throughout the week as a whole, 'The National' averaged this

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: SEPTEMBER 14-20, 1973

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE	Thu. 7:30- 8:00	19	78
* GILLIGAN'S ISLAND	M-Th. 5:30- 6:00	10	77
LOTS A LUCK	Mon. 7:30- 8:00	10	72
SINGALONG JUBILEE (Repeat)	Fri. 10:00-10:30	6	77
* MARIBORO CUP HORSE RACE	Sat. 4:00- 5:05	5	85
* B.C. DERBY	Sat. 7:30- 8:00	4	78
* HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	4	78
MS! (Princess Pignatelli)	Thu. 10:00-10:30	4	67
MR. CHIPS	Fri. 7:30- 8:00	3	\$
VIEWPOINT	M-F 11:22-11:29	3	73
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	77
* MR. CHIPS	Wed. 7:45- 8:00	3	\$
'GARY KARR AND HIS FRIENDS'	Thu. 9:00- 9:30	2	\$
TO SEE OURSELVES ('The Wedding Gift') (Repeat)	Thu. 9:30-10:00	2	\$
JULIETTE AND FRIENDS	M-Th. 2:00- 2:30	2	72
TELESCOPE (R.C.M.P.-Pt. 2) (Repeat)	Fri. 10:30-11:00	2	\$
THE GALLOPING GOURMET	Fri. 1:30- 2:00	2	\$
UPDATE	Sat. 6:00- 6:30	2	\$
* MEN'S INTERNATIONAL TENNIS	Sat. 6:30- 7:00	2	\$
ENCOUNTER	Thu. 10:30-11:00	1	\$
THE REAL MAGEES	Fri. 1:30- 2:00	1	\$
AUDUBON WILDLIFE THEATRE	M & W 1:30- 2:00	1	\$
* IMPRESSIONS	Sun. 5:30- 6:00	1	\$
NORMAN CORWIN PRESENTS	Tu&Th 1:30- 2:00	1	\$
<u>CBC METRONET</u>			
c THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	13	84
<u>CTV PROGRAMS</u>			
+ KUNG FU	Thu. 8:00- 9:00	21	84
IRONSIDE	Thu. 9:00-10:00	20	81
WEDNESDAY NIGHT MOVIE ('Funny Girl')	Wed. 8:00-11:00	20	80
* ACADEMY PERFORMANCE ('Play Misty For Me')	Sat. 8:00-10:00	19	74
+ THE STREETS OF SAN FRANCISCO	Thu. 10:00-11:00	15	83
+ F.B.I.	Fri. 10:00-11:00	15	79
+ MARCUS WELBY, MD	Tue. 10:00-11:00	15	83
MEDICAL CENTRE	Mon. 10:00-11:00	14	82
* FOOTBALL-CFL (Regina at Montreal)	Sun. 2:00- 4:32	14	76
FRIDAY NIGHT MOVIE ('That Certain Summer') (Repeat)	Fri. 8:30-10:00	13	68
+ THE ROOKIES	Mon. 8:00- 9:00	13	81
* POLICE SURGEON	Sat. 7:30- 8:00	13	77
SONNY AND CHER	Sun. 7:30- 8:30	13	79
ADAM'S RIB	Mon. 9:00- 9:30	13	75
+ STARLOST	Fri. 7:00- 8:00	12	47
PIG AND WHISTLE	Mon. 9:30-10:00	11	73
+ SHAKE, ROCK AND ROLL	Sat. 7:00- 7:30	9	68
CTV SUNDAY NIGHT MOVIE ('MacMillan And Wife: No Hearts, No Flowers') (Repeat)	Sun. 8:30-10:00	9	83
* CTV NATIONAL NEWS	S-S 11:00-11:20	9	80
ANOTHER WORLD	M-F 3:00- 3:30	9	89
+ THE BRADY BUNCH	Sun. 7:00- 7:30	8	79
+ WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	7	80
TARGET THE IMPOSSIBLE	Tue. 9:30-10:00	7	72
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	7	76
+ IAN TYSON	Thu. 7:00- 7:30	6	72
SOMERSET	M-F 2:30- 3:00	6	88
'GIVE US THIS DAY OUR DAILY BREAD' (Nutrition) (Repeat)	Sun. 10:00-11:00	5	85
ANYTHING YOU CAN DO	M-F 4:00- 4:30	4	70
WHAT'S THE GOOD WORD	M-F 3:30- 4:00	4	81
c QUESTION PERIOD	Sun. 4:34- 5:00	1	\$

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

* Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

c Joined in progress in some areas.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

same size of audience - 15 per cent - with about double this proportion (29 per cent) seeing at least one of the seven national newscasts. In those areas of the country where both the CBC and CTV 'News' are available, the CBC broadcast held its usual audience advantage over the CTV program, outrating it in an average audience ratio of about 3:2. 'The National' continues to be well received by those who watch it, the average index of enjoyment for this week's seven telecasts, 82.

- At 7:30-8:00 pm on Monday, the metronet and some CBC affiliated stations carried the second edition of LOTSA LUCK, the NBC comedy series based on the popular British series 'On The Buses'. While audience reaction to the program is still only moderately favourable, the index of 72 for Monday's broadcast was at least 4 points higher than that of the series' opener. And, at the 10 per cent level, viewing of 'Lotsa Luck' was also up slightly from the week before.
- Broadcast in the same Monday 8:00-8:30 pm slot that it occupied last year, PARTRIDGE FAMILY this week made its season debut to a somewhat-below-usual audience. At 19 per cent, the adult-teenage audience to Monday's episode was 6 percentage points smaller than the audience of the opening program of last season and only about two-thirds as big as the average 1972-73 'Partridge Family' audience of 28 per cent. A contributing factor could be the change in CTV opposition; whereas 'Partridge Family' previously ran against a variety of local programming, it is now up against 'The Rookies', the ABC police series which made its CTV network debut last week. In those areas where both were available, 'Partridge Family' on this occasion had only a slight audience lead (ratio 9:7) over the CTV series. Both these programs were very well received with an enjoyment index of 80-81.
- CANNON, which follows 'Partridge Family' at 8:30-9:30 pm on Mondays, also runs against the CTV 'Rookies' series. At 25 per cent, the audience to this week's second program of the 1973-74 'Cannon' series was 4 percentage points smaller than last week's audience to the special two-hour opening program and also somewhat smaller than early 1972-73 'Cannon' audiences of 27-29 per cent. In the common CBC-CTV coverage area, the crime-drama series nonetheless maintained a substantial audience advantage (ratio about 5:3) over both 'The Rookies' and 'Adam's Rib' - the new ABC series about two lawyers who, though married to each other, often find themselves on opposite sides of the courtroom. Broadcast on CTV stations at 9:00-9:30 pm on Mondays, the latter this week showed an increase of 3 percentage points in the size of its audience from the previous week's opener. As always, 'Cannon' was very much enjoyed by the majority of those who watched it, the index on this occasion, 83.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS
WEEK: SEPTEMBER 14-20, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 14th	7:00- 7:30	Local Programming	12	+ STARLOST
	7:30- 8:00	Not Complete Network		
	8:00- 8:30	ALL IN THE FAMILY	31	#
	8:30- 9:00	MASH	24	SANFORD AND SON
	9:00- 9:30			
	9:30-10:00	COUNTRY ROADS	13	FRIDAY NIGHT MOVIE (<i>'That Certain Summer'</i>) (Repeat)
	10:00-10:30			
	10:30-11:00	Not Complete Network	16	+ F.B.I.
SUN 16th	7:00- 7:30	'YOU'RE NOT ELECTED CHARLIE BROWN'	20	9
	7:30- 8:00			14
	8:00- 8:30			
	8:30- 9:00			
	9:00- 9:30	'MY FAIR LADY' (Film)	43	10
	9:30-10:00			
	10:00-10:30			
	10:30-11:00		5	'GIVE US THIS DAY OUR DAILY BREAD' (Nutrition) (Repeat)
MON 17th	7:00- 7:30	Local Programming	#	GIRL WITH SOMETHING EXTRA
	7:30- 8:00	Not Complete Network	#	DIANA
	8:00- 8:30	THE PARTRIDGE FAMILY	18	
	8:30- 9:00			14
	9:00- 9:30	CANNON	24	+ THE ROOKIES
	9:30-10:00			
	10:00-10:30	THIS IS THE LAW	16	14
	10:30-11:00	IN THE SOUTH SEAS (Solomon Islands)	11	12
TUE 18th	7:00- 7:30	Local Programming		15
	7:30- 8:00			
	8:00- 8:30	MARY TYLER MOORE	22	Not Complete Network
	8:30- 9:00		#	#
	9:00- 9:30	POLICE STORY		DAN AUGUST
	9:30-10:00	FRONT PAGE CHALLENGE	16	7
	10:00-10:30			
	10:30-11:00	THE ASCENT OF MAN (Reproduction)	8	16
THU 20th	7:00- 7:30	Local Programming		7
	7:30- 8:00			+ IAN TYSON
	8:00- 8:30			
	8:30- 9:00	CAROL BURNETT	22	22
	9:00- 9:30			
	9:30-10:00			22
	10:00-10:30	Not Complete Network		
	10:30-11:00		16	+ THE STREETS OF SAN FRANCISCO
S-S	11:00-11:20	* CBC NEWS	14	10
				* CTV NEWS

* Re-scheduled in some areas on one occasion.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

- . Monday of this week also marked the season premiere of THIS IS THE LAW. Broadcast in its usual 9:30-10:00 pm slot with the same CTV opposition as last year (Pig 'N' Whistle), the panel-quizz series drew an opening audience of 16 per cent - just slightly smaller than 'This Is The Law' audiences recorded during September of last year. Nor was overall audience reaction to Monday's show quite as favourable as usual - enjoyment index 71 as against a 1972-73 'This Is The Law' enjoyment norm of 75.
- . This week's second program of the Monday (10:00-10:30 pm) IN THE SOUTH SEAS series focused on the Solomon Islands. In its exploration of the Islands, the documentary examined the various cultures of the inhabitants. This aspect, along with the photography, was frequently singled out for special praise by those who watched the program. The resultant enjoyment index for the broadcast was 79 - 3 points higher than the index of last week's program on 'The Gilbert Islands'. With viewing unchanged from the opening program, the audience to Monday's broadcast was 11 per cent.
- . Yet another regular series returning to the network on Monday of this week was MAN ALIVE (10:30-11:00 pm). Beginning some two months earlier than it did last season, the program this week drew a national audience of 5 per cent as against a 1972-73 average audience of 7 per cent. The opening broadcast, in an attempt to determine the true spiritual and moral climate of today's world, probed various recent news happenings. The index of audience enjoyment was 73 - about equal to the enjoyment norm of last year's 'Man Alive' series, the individual indices of which varied greatly from week to week.
- . Introducing the Tuesday evening network schedule at 8:00-8:30 pm, MARY TYLER MOORE this week had a 23 per cent audience and an overall enjoyment index of 79 - virtually unchanged in both respects from the week before and also about the same levels of viewing and enjoyment that were recorded for 'Tyler Moore' programs at the beginning of last season.
- . Following this at 8:30-9:30 pm, the network carried the first instalment of the new NBC-produced crime drama series POLICE STORY. Unfortunately, due to technical difficulties experienced this week, no audience information is available for this particular program. Information on the performance of the series in its second week on the network will be reported in next week's report.

- . Back for a 17th season on the network, FRONT PAGE CHALLENGE (Tuesday 9:30-10:00 pm) this week had skipper David MacTaggart and Minister of Agriculture Eugene Whelan challenge the panel with their respective stories of the seizure of 'Greenpeace' during its protest of the French nuclear tests, and currently soaring wheat prices. Maintaining the high level of enjoyment of past-season 'Challenge' programs, the broadcast as a whole rated an index of 80. The audience was 17 per cent - about the same size as those attracted to this same Tuesday slot by 'FPC' programs in the early part of last season. This first edition of the 1973-74 series ran directly against the second program of 'Target The impossible', the CTV network's new series dealing with technological and medical breakthroughs that are shaping the future. In the common CBC/CTV coverage area, this week's edition of 'Target' (on obesity) was out-drawn more than 2 to 1 by the CBC panel quiz show.
- . With the majority of those who watched the program rating it a clear and concise presentation, this week's ASCENT OF MAN (Tuesday 10:00-11:00 pm) was well received with an enjoyment index of 76 - a full 12 points higher than the index of last week's edition which was considered by some viewers a little difficult to understand. Viewing, also up slightly from the week before, was at the 8 per cent level. In the common CBC-CTV reception area, Tuesday's 'Ascent of Man' was heavily outrated - audience ratio 2:1 - by the directly opposing CTV series, 'Marcus Welby'.
- . Now in its third week of the new season, MAUDE (Thursday 7:30-8:00 pm on the metronet and on some CBC affiliated stations) continues, as it did last year, to be well received with individual indices in the high 70's or low 80's. With viewing at the 19 per cent level (down slightly from the week before) this week's program rated an index of 78.
- . Virtually repeating the performance of last week's series' opener, CAROL BURNETT (Thursday, 8:00-9:00 pm) this week rated an index of 76 and had a national audience of 23 per cent. This again is an audience some 4 percentage points smaller than the usual 'Burnett' audience of the 1972-73 season. And, with viewing of the opposing 'Kung Fu' also showing little change from the week before, the two series once again shared audience about equally in those areas where both were fully available.

- . This week's program in the Thursday 9:00-9:30 pm slot on the metronet and on some CBC affiliated stations was GARY KARR AND HIS FRIENDS. The broadcast, featuring Moncton's Acadian choir 'Les Chasseurs du Mascaret', drew a small 2 per cent audience across the country. With this low level of viewing, no information is available on how much the broadcast was enjoyed by those who watched it.
- . The main guest on this week's final edition of MS (Thursday 10:00-10:30 pm on the metronet and on some CBC affiliated stations) was Princess Pignatelli of Rome, an advocate of cosmetic surgery. With a 4 per cent audience, the broadcast rated an enjoyment index of 67 - both measures being virtually unchanged from the week before.
- . A new daytime series making its debut this week was JULIETTE AND FRIENDS, a program of music and conversation hosted by songstress Juliette. Broadcast weekdays at 2:00-2:30 pm on the metronet and on some CBC affiliated stations, the series, from Monday to Thursday of this week, drew small daily audiences of 2 per cent. This low level of viewing precludes the reporting of reliable enjoyment indices for individual daily editions of 'Juliette and Friends'. However, indications are that this first week of programs was at least moderately well received by those who watched, the average index of enjoyment for the four programs being 72.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/73/34

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: SEPTEMBER 21-27, 1973

THIS WEEK

This week's schedule marked the season premieres of 'Irish Rovers', 'Tommy Hunter', 'Replay', 'Country Canada', 'Beachcombers', 'Take Thirty' and 'This Land', and the debuts of 'World At War' and 'Music Machine'. Special programming on the full network included the movie 'Long Day's Journey Into Night', the season's first 'Wayne and Snuster Comedy', the musical 'The Pipes', the documentaries 'A World Apart' on the mentally ill, and 'The Tribe That Hides From Man' on a primitive Amazon tribe, a repeat of 'The Muppets Musicians of Bremen', and a short film titled 'The Clown Princes of Hollywood'. In addition, the metronet and some CBC affiliated stations carried 'Sept Isles: Portrait of A Boom Town'. Due to insufficient advance notice of scheduling, no audience information is available for the 'Clown Princes' film.

The only regular network programs to be pre-empted this week were 'Main Chance' and one edition of 'Edge Of Night'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- . The only network program with an audience topping the 30 per cent mark this week was ALL IN THE FAMILY. Making its second appearance in the Friday 8:00-8:30 pm slot formerly occupied by 'Mash', the popular U.S. comedy drew an adult-teenage audience of 32 per cent - unchanged from the week before and also about equal to the audience that the 1972-73 'Bunker' series had (in its later 8:30-9:00 pm slot) on its second occasion. Nor was there any significant decline this week in the size of the Friday 8:30-9:00 pm audience to MASH. At 23 per cent, the audience to this second program was still about one-third bigger again than early-season 'Mash' audiences of last year. Thus, for another week at least, this switch in Friday evening scheduling has resulted in an increased CBC audience during the 8:00-9:00 pm period. Both 'All In The Family' and 'Mash' were, as usual, very much enjoyed with indices of 82-83.
- . Earlier on Friday at 7:30-8:00 pm, THE IRISH ROVERS made its season debut. On the metronet and about a dozen CBC affiliates, the debut show attracted a 15 per cent audience - down from audiences in the 18-20 per cent range that the series regularly drew last season when shown on Mondays (at 7:30-8:00 pm) on a slightly larger network of stations. The Rovers would not appear to have lost any of their widespread appeal, the enjoyment index for their initial show being a very high 88.
- . Another program making its season debut this Friday evening was TOMMY HUNTER. Broadcast in its usual 9:00-10:00 pm slot opposite the CTV network's 'Friday Night Movie', the opening program drew an audience several percentage points smaller than that of the first program of the 1972-73 'Hunter' series - 15 per cent as against 18 per cent. And, with the CTV movie 'Faraday and Company - Say Hello To A Dead Man' drawing, if anything, a slightly above-average 'Friday Movie' audience, the usual situation in the common CBC-CTV coverage area was reversed with the CTV broadcast this week having a slight audience lead over 'Tommy Hunter'. Guests on this opening 'Hunter' show were Tex Ritter and the Gilles LeRoy dancers; the index of enjoyment for the program as a whole, a typically high 81.
- . At 10:00-11:00 pm on Friday, the metronet and some CBC affiliated stations carried the first instalment of THE WORLD AT WAR, a 26-part Thames Television production chronicling events prior to and during the Second World War. The series, narrated by Sir Laurence Olivier, puts particular emphasis on the humanistic aspects of the War. Included is unique film footage from private and national sources. Not atypical of a series running in this late limited network slot on a Friday evening, this week's program (covering the years 1933-1939) drew a small national audience of just 5 per cent. With an index of audience enjoyment of 76, it was, however, well received by those who watched it.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: SEPTEMBER 21-27, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY	Fri. 8:00- 8:30	32	83
CANNON	Mon. 8:30- 9:30	29	83
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	28	85
MASH	Fri. 8:30- 9:00	23	82
MARY TYLER MOORE	Tue. 8:00- 8:30	22	80
'THE PIPES'	Wed. 10:00-11:00	22	83
CAROL BURNETT	Thu. 8:00- 9:00	22	75
THE WALTONS	Sun. 7:30- 8:30	21	88
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	21	76
THE WAYNE AND SHUSTER COMEDY SPECIAL	Sun. 9:00-10:00	20	73
'THE TRIBE THAT HIDES FROM MAN'	Wed. 9:00-10:00	18	81
THIS IS THE LAW	Mon. 9:30-10:00	18	72
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	17	83
TOMMY HUNTER	Fri. 9:00-10:00	15	81
POLICE STORY	Tue. 8:30- 9:30	15	74
THE BEACHCOMBERS	Sun. 7:00- 7:30	15	73
+ FOOTBALL - CFL (Edmonton at Ottawa)	Sat. 2:00- 4:34	15	78
CBC NATIONAL NEWS	S-S 11:00-11:21	14	81
NEEDLES AND PINS	Sun. 8:30- 9:00	12	59
IN THE SOUTH SEAS (Apolima-Tai Island)	Mon. 10:00-10:30	12	80
'A WORLD APART - ASYLUMS'	Sun. 10:00-11:00	12	68
'THE MUPPET MUSICIANS OF BREMEN' (Repeat)	Sat. 8:00- 9:00	10	69
THIS LAND	Wed. 8:00- 9:00	9	76
¢ EDGE OF NIGHT	M-F 3:30- 4:00	9	86
THE ASCENT OF MAN ('The Long Childhood')	Tue. 10:00-11:00	8	69
+ FOOTBALL - NFL (Cleveland at Pittsburgh)	Sun. 1:00- 3:45	8	72
FAMILY COURT	M-F 4:00- 4:30	6	74
MAN ALIVE	Mon. 10:30-11:00	6	71
'LONG DAY'S JOURNEY INTO NIGHT' (film)	Sat. 9:00-11:00	5	47
* COUNTRY CANADA	Sun. 4:30- 5:00	3	\$
TAKE THIRTY	M-F 3:00- 3:30	3	73
MUSIC TO SEE	Sun. 5:00- 5:30	2	\$
+ SPORTSWEEK	Sun. 3:46- 4:00	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

¢ Pre-empted on Wednesday.

* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

- . This year's Saturday evening schedule includes two new pop-rock music series - MUSIC MACHINE, at 6:30-7:00 pm on the metronet and on some CBC affiliated stations, and SHAKE, ROCK AND ROLL at 7:00-7:30 pm on the CTV network. Hosted by singer Keith Hampshire, the CBC series features, as regulars, the 'Dr. Music', 'Soul Company' and 'Zoo Factory' musical groups. In addition, this week's opening program included 'The Rolling Stones'. With viewing at the low 4 per cent level, it is not possible to make any comparisons between the reactions of young and older viewers. As a whole, however, the audience was not favourably impressed, as indicated by the low enjoyment index of 53. Though also rather low, the index for Saturday's edition of 'Shake, Rock and Roll' was some 10 points higher than this. And, in those areas where both these programs were fully available, the CTV musical this week drew about twice as many viewers as did 'Music Machine'.
- . Later on Saturday, at 9:00-11:00 pm, the network presented the late Eugene O'Neill's LONG DAY'S JOURNEY INTO NIGHT. Set in 1912 Connecticut, the feature-length film focuses on the troubled life of the Tyrone family. The two-hour broadcast drew only a small 5 per cent audience and was poorly received with an enjoyment index of 47 - an overall performance far different from that of the CTV network's 'Academy Performance' movie 'The Groundstar Conspiracy' which ran against the entire 'Long Day's Journey' film in the west and against the first half of it east of Saskatchewan. The audience enjoyment index for this 1972 spy drama was a far higher 74 and, in those areas where both were fully available, the CTV movie out-drew 'Long Day's Journey' in an audience ratio of more than 3:1. This unfavourable reaction to 'Long Day's Journey Into Night' was not entirely unexpected, as experience has shown that the Canadian television public often reacts unfavourably to dramas portraying sombre situations involving, as this play does, alcoholism, drug addiction, psychological stress and neuroticism.
- . Sunday afternoon (4:30-5:00 pm) marked the season debut of COUNTRY CANADA. Typical of the series in past seasons, the opening program drew an audience (3 per cent) too small to provide a reliable indication of viewer enjoyment.
- . Later on Sunday, at 7:00-7:30 pm, THE BEACHCOMBERS also began a new season on the network. With viewer reaction being somewhat more favourable than usual, the opening program rated an enjoyment index of 73 (average for the 1972-73 season, 68). The national audience was 15 per cent - just slightly smaller than the usual pre-Christmas 'Beachcomber' audience of last year. In the common CBC-CTV reception area where 'Beachcombers', with the recent change in CTV scheduling, now runs against 'Brady Bunch', the CBC series this week had a marginal audience advantage over the CTV situation comedy.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: SEPTEMBER 21-27, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE	Thu. 7:30- 8:00	20	79
THE IRISH ROVERS	Fri. 7:30- 8:00	15	88
GILLIGAN'S ISLAND	M-F 5:30- 6:00	12	76
LOTSA LUCK	Mon. 7:30- 8:00	10	69
HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	5	76
WORLD AT WAR	Fri. 10:00-11:00	5	76
c MUSIC MACHINE	Sat. 6:30- 7:00	4	53
PROGRAM X ('Portrait of Someone Else') (Repeat)	Thu. 9:00- 9:30	3	\$
MR. CHIPS	Wed. 7:45- 8:00	3	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	78
VIEWPOINT	M-F 11:22-11:29	3	73
UPDATE	Sat. 6:00- 6:30	3	\$
TO SEE OURSELVES ('Mortimer Griffin, Shalinsky And How They Settled The Jewish Question') (Repeat)	Thu. 9:30-10:00	2	\$
'SEPT-ILES-PORTRAIT OF A BOOM TOWN'	Thu. 10:00-11:00	2	\$
JULIETTE AND FRIENDS	M-F 2:00- 2:30	2	\$
REPLAY	Sat. 7:30- 8:00	2	\$
* TIME TO REMEMBER	Sun. 4:00- 4:30	2	\$
IMPRESSIONS	Sun. 5:30- 6:00	1	\$
AUDUBON WILDLIFE THEATRE	F,M,W 1:30- 2:00	1	\$
NORMAN CORWIN PRESENTS	Tu&Th 1:30- 2:00	#	\$
<u>CBC METRONET</u>			
The WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	16	84
<u>CTV PROGRAMS</u>			
+ KUNG FU	Thu. 8:00- 9:00	23	84
SONNY AND CHER	Sun. 7:30- 8:30	22	81
IRONSIDE	Thu. 9:00-10:00	21	81
CTV SUNDAY NIGHT MOVIE ('Columbo: Lovely but Lethal')	Sun. 8:30-10:00	19	81
FRIDAY NIGHT MOVIE ('Faraday And Company - Say Hello To A Dead Man')	Fri. 8:30-10:00	17	75
* ACADENY PERFORMANCE ('The Groundstar Conspiracy')	Sat. 8:00-10:00	16	74
+ THE STREETS OF SAN FRANCISCO	Thu. 10:00-11:00	15	84
+ MARCUS WELBY, MD	Tue. 10:00-11:00	15	82
* POLICE SURGEON	Sat. 7:30- 8:00	13	76
DAN AUGUST	Tue. 8:30- 9:30	13	76
+ THE BRADY BUNCH	Sun. 7:00- 7:30	13	76
+ F.B.I.	Fri. 10:00-11:00	12	79
± FOOTBALL-CFL (Edmonton at Hamilton)	Mon. 8:00-10:28	12	81
△ ± FOOTBALL-CFL (Toronto at Montreal)	Sun. 2:00- 4:29	12	76
+ SANFORD AND SON	Fri. 8:00- 8:30	11	82
+ STARLOST	Fri. 7:00- 8:00	11	55
WEDNESDAY NIGHT MOVIE ('Madigan: The London Beat') (Repeat)	Wed. 8:00- 9:30	9	76
* CTV National News	S-S 11:00-11:20	9	81
+ SHAKE, ROCK AND ROLL	Sat. 7:00- 7:30	9	63
* PIG AND WHISTLE	Mon. 9:30-10:00	9	74
* ANOTHER WORLD	M-F 3:00- 3:30	7	89
** GIRL WITH SOMETHING EXTRA	Mon. 7:00- 7:30	7	78
±+ WIDE WORLD OF SPORTS	Sat. 5:00- 6:30	7	79
□ ± FOOTBALL-CFL (Vancouver at Calgary)	Sun. 2:00- 4:30	7	78
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	7	76
** DIANA	Mon. 7:30- 8:00	6	64
WJ	Sun. 10:00-11:00	6	74
TARGET THE IMPOSSIBLE	Tue. 9:30-10:00	5	72
+ IAN TYSON	Thu. 7:00- 7:30	5	80
± SOMERSET	M-F 2:30- 3:00	5	80
ANYTHING YOU CAN DO	M-F 4:00- 4:30	4	71
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	4	83
+ UNTAMED WORLD	Sun. 5:00- 5:30	3	84
SPORTS BEAT '73	Wed. 10:30-11:00	1	\$
QUESTION PERIOD	Sun. 4:30- 5:00	1	\$

c Pre-empted in some areas.

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

+ Not carried (on this day and at this time) on all CTV stations.

± Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

△ Eastern network only.

* Pre-empted on Tuesday.

□ Western network only.

c Pre-empted on Wednesday.

\$ Sample too small for reliable reporting of enjoyment level.

Less than 0.5 per cent.

- At 21 per cent, the audience to this week's third program of THE WALTONS series (Sunday 7:30-8:30 pm), though substantial, was down 5 percentage points from the audience attracted two weeks previously to the second episode. And, in the common CBC-CTV coverage area where 'Waltons' now runs against 'Sonny and Cher' on CTV stations, the latter this week had a slight audience lead over the CBC program. There was, however, no decline in audience enjoyment of 'The Waltons' from previous weeks. Rated as a program they had enjoyed "very much" by some three-quarters of those who watched it, this week's edition rated a high index of 88.
- On its debut occasion two weeks ago, NEEDLES AND PINS (Sunday 8:30-9:00 pm) drew an audience considerably smaller than the average Sunday 8:00-9:00 pm audience maintained by 'Julie Andrews' in the early part of last season - 17 per cent as against 27 per cent. Now, on its second appearance, viewing of the new NBC series has dropped even lower. The audience this week was only 12 per cent nationally and, in the common CBC-CTV coverage area, it was only about half as big as the audience of the 'CTV Sunday Movie' which also began at 8:30 pm. Nor has 'Needles and Pins' been very well received by those who have watched it, the enjoyment index for the first and second episodes being 62 and 59 respectively.
- On Sunday at 9:00-10:00 pm the network carried the first WAYNE AND SHUSTER COMEDY SPECIAL of the season. At 20 per cent, the audience was only slightly smaller than the 22-24 per cent audiences of the second and third 'W & S' shows of last season but was far short of audiences (in the 27-31 per cent range) that these 'Wayne and Shuster' specials were drawing previous to this - during the 1971-72 season and on the first occasion last year (all broadcast in the same 'Sunday at Nine' slot). This decline in viewing is most probably attributable to much stiffer CTV opposition. Whereas these earlier 'W & S' shows ran against public affairs programs (mainly 'W5') this week's program, like the preceding two, was up against a more popular CTV broadcast. In the common CBC-CTV reception area, this week's 'Wayne and Shuster' managed only to share audience equally with the opposing and much enjoyed (index 81) CTV Sunday Night Movie 'Columbo: Lovely But Lethal'. The index of audience enjoyment for Sunday's 'Shuster' show was 73 - about the same level of enjoyment that 'W & S' specials have been attaining in the last two seasons.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS
WEEK: SEPTEMBER 21-27, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 21st	7:00- 7:30	Local Programming		
	7:30- 8:00	Not Complete Network	11	+ STARLOST
	8:00- 8:30	ALL IN THE FAMILY	31	12 SANDFORD AND SON
	8:30- 9:00	MASH	23	
	9:00- 9:30			18 FRIDAY NIGHT MOVIE (('Faraday And Company - Say Hello To A Dead Man'))
	9:30- 10:00	TOMMY HUNTER	14	
	10:00- 10:30			
	10:30- 11:00	Not Complete Network	13	+ F.B.I.
SAT 22nd	7:00- 7:30	Local Programming		9 + SHAKE, ROCK AND ROLL
	7:30- 8:00	Not Complete Network		14 * POLICE SURGEON
	8:00- 8:30			
	8:30- 9:00	'THE MUPPET MUSICIANS OF BREMEN' (Repeat)	10	17 * ACADEMY PERFORMANCE (('The Groundstar Conspiracy'))
	9:00- 9:30			
	9:30-10:00	'LONG DAY'S JOURNEY INTO NIGHT' (film)	5	
	10:00-10:30			
	10:30-11:00			Not Complete Network
SUN 23rd	7:00- 7:30	THE BEACHCOMBERS	15	13 + THE BRADY BUNCH
	7:30- 8:00			
	8:00- 8:30	THE WALTONS	21	23 SONNY AND CHER
	8:30- 9:00	NEEDLES AND PINS	11	
	9:00- 9:30	THE WAYNE AND SHUSTER COMEDY SPECIAL	20	20 CTV SUNDAY NIGHT MOVIE (('Columbo: Lovely But Lethal'))
	9:30-10:00			
	10:00-10:30			
	10:30-11:00	'A WORLD APART - ASYLUMS'	11	6 W5
TUE 25th	7:00- 7:30	Local Programming		
	7:30- 8:00			7 Not Complete Network + HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	22	8 TEMPERATURES RISING
	8:30- 9:00	POLICE STORY	15	14 DAN AUGUST
	9:00- 9:30			
	9:30-10:00	FRONT PAGE CHALLENGE	17	6 TARGET THE IMPOSSIBLE
	10:00-10:30			
	10:30-11:00	THE ASCENT OF MAN ('The Long Childhood')	8	16 + MARCUS WELBY, M.D.
WED 26th	7:00- 7:30	Local Programming		
	7:30- 8:00	Not Complete Network		
	8:00- 8:30			
	8:30- 9:00	THIS LAND	9	10 WEDNESDAY NIGHT MOVIE (('Madigan: The London Beat')) (Repeat)
	9:00- 9:30			
	9:30-10:00	'THE TRIBE THAT HIDES FROM MAN'	18	
	10:00-10:30			
	10:30-11:00	'THE PIPES'	22	2 Not Complete Network + SPORTS BEAT '73
THU 27th	7:00- 7:30	Local Programming		
	7:30- 8:00	Not Complete Network	6	+ IAN TYSON
	8:00- 8:30			
	8:30- 9:00	CAROL BURNETT	22	24 + KUNG FU
	9:00- 9:30			
	9:30-10:00			22 IRONSIDE
	10:00-10:30	Not Complete Network		
	10:30-11:00			16 + THE STREETS OF SAN FRANCISCO
S-5	11:00-11:20	CBC NEWS	14	9 # CTV NEWS

TABLE 3 (REVISED) (TABLE 3)

- * Re-scheduled in some areas.
- # Re-scheduled on CFCF (Montreal) on Saturday
- + Not carried (on this day and at this time) on all CTV stations
- Ø Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Monday evening this week plus the resultant re-scheduling of other programs on this evening, prevents the inclusion of Monday data in this table.

- . This week's program in the Sunday 10:00-11:00 pm slot was A WORLD APART, a special program examining contemporary care and treatment of Canadians suffering from chronic mental illnesses. Though some of those who watched 'A World Apart' felt it should have dealt more with younger mental patients or included more on various types of mental illnesses and their treatment, the audience as a whole was still much impressed by the dedication of the hospital staff and found the documentary to be fairly clearly presented and a worthwhile television broadcast. The resultant index of audience enjoyment was 68. The size of the audience was 12 per cent - somewhat bigger than the average audience of last season's 'Weekend' series which ran in this same Sunday 10:00-11:00 pm slot. At this same hour on Sunday, the CTV public affairs series 'W5' was making its first appearance of the season. In those areas where both it and 'A World Apart' were available, the CBC broadcast drew an audience about twice as big as that to 'W5'.
- . About matching the performance of the two earlier editions, this week's LOTSA LUCK (Monday, 7:30-8:00 pm on the metronet and on some CBC affiliated stations) was again not particularly well received (for a U.S. situation comedy) by an adult-teenage audience of 10 per cent. On this occasion, the enjoyment index was 69.
- . With the pre-emption this week of 'The Rookies', its regular CTV opposition for the 1973-74 season, PARTRIDGE FAMILY (Monday 8:00-8:30 pm) this week ran against a 'CFL Football' game in the east and against various other programming west of Ontario. The audience to the CBC broadcast was 21 per cent - up slightly from last week's opening 'Partridge Family' audience of 19 per cent but still substantially smaller than the average audience of 28 per cent that the program attracted last season when it ran against local CTV programming. The enjoyment index of this week's episode was 76 - 4 points below the enjoyment norm of the 1972-73 'Partridge Family' series.
- . Equalling the audience of its special two hour season opener and also the average audience attracted to the series last season, CANNON (Monday 8:30-9:30 pm) this week drew a national audience of 29 per cent. As usual, the program was very well received with an audience enjoyment index of 83.
- . Nor was there any significant change this week in the overall performance of IN THE SOUTH SEAS which followed at 10:00-10:30 pm on Monday. With a 12 per cent audience, this third program of the series rated a high audience enjoyment index of 80. The broadcast included a look at boat races held in celebration of the 1962 independence of Samoa and at the problems of over-population and inadequate schooling and social services on the tiny volcanic island of Apolima-tai.

- . This week's MAN ALIVE program (Monday, 10:30-11:00 pm) was 'Reflections On A Funhouse Mirror' - a look at the "built-in" limitations and biases of television as seen by communications professor and former CBC newsmen Donald Gordon. The audience was 6 per cent, the index of enjoyment, 71 - an overall performance little changed from the week before and also in line with that of last season's 'Man Alive' series as a whole.
- . Though continuing to be very much enjoyed by those who watch it, MARY TYLER MOORE (Tuesday 8:00-8:30 pm) this week showed a marginal decline in viewing. At 22 per cent, the audience to this third episode was about 2 percentage points smaller than the audiences of the two earlier editions. In the common CBC-CTV coverage area Tuesday's 'Tyler Moore' program ran directly against the opening episode of the CTV network's 'Temperatures Rising' but, unfortunately, no audience information is available for this U.S.-produced hospital comedy this week.
- . At 8:30-9:30 pm on Tuesday, a 15 per cent audience was attracted to the concluding segment of a special two-hour introduction to POLICE STORY. Though no audience information was available last week for either 'Police Story' or its opposing CTV series 'Dan August', this week's data indicates that the two shared audience about equally in the common CBC-CTV coverage area. The national audience to Tuesday's 'Police Story' drama was 15 per cent - just over half as big as the usual audience attracted to this Tuesday 8:30-9:30 pm slot by the 1972-73 'Flip Wilson' series. This week's 'Police Story' and 'Dan August' programs were also about equally well received by their respective audiences - index of enjoyment for the CBC broadcast, 74 and for 'Dan August', 76.
- . Guest challengers on this week's edition of FRONT PAGE CHALLENGE (Tuesday 9:30-10:00 pm) were Dr. Betty Davidson, President-elect of the Canadian Medical Association and one of a team of Canadian doctors who toured China, and the World Hockey Association's father-son line of Gordie, Mark and Marty Howe. With audience enjoyment being typically high, the program as a whole rated an index of 83 (average for 1972-73 'FPC' series, 81). The size of the audience to this week's broadcast - unchanged from the week before and from 'Challenge' audiences recorded in the early part of last season - was 17 per cent.

- . Tuesday of this week marked the end of the (10:00-11:00 pm) ASCENT OF MAN series. In the final program, subtitled 'The Long Childhood', Dr. Bronowski summarized man's long years of searching for self-knowledge. The size of the national audience - virtually unchanged from the last two weeks - was 8 per cent. And, in the common CBC-CTV reception area 'Ascent of Man' was again outrated 2 to 1 by the CTV network's opposing 'Marcus Welby' medical series. At 69, the enjoyment index of this closing 'Ascent of Man' fell close to mid-way between the respective 64 and 76 indices of the September 11 and 18 editions.
- . Making its season debut one month earlier than it did last year, THIS LAND this week presented a special hour-long introduction to its 1973-74 series. The broadcast, which began at the usual 'This Land' starting time of 8:00 pm on Wednesday drew an audience of 9 per cent - about equal to the average audience of last season's regular half-hour editions. The index of enjoyment for Wednesday's opener was 76 - 5 points short of the enjoyment norm of the 1972-73 'This Land' series.
- . This week's program in the Wednesday 9:00-10:00 pm slot was the ITV-produced documentary THE TRIBE THAT HIDES FROM MAN. The broadcast followed the travels of explorer Orlando Vilas Boas in his search of the Amazon jungle for the elusive Kreen-Akrore, a primitive tribe which he hopes to save from what he feels is its fast-approaching extinction. The audience, at 18 per cent, was a substantial one for a network documentary and, in fact, for any program broadcast at about this hour on a Wednesday evening. In line with highly favourable audience reactions to anthropological documentaries in the past, 'The Tribe That Hides' rated a high enjoyment index of 81.
- . Another highly acclaimed network special broadcast on Wednesday of this week was THE PIPES. Shown at 10:00-11:00 pm, the program focused on the 1973 Scottish World Festival held recently in Toronto. Included in the television broadcast were highlights of performances by some 40 pipe bands from around the world. With viewing at the high 22 per cent level, the broadcast rated an index of 83 for the audience as a whole. As perhaps might be expected, 'The Pipes' was significantly better received by older viewers than it was by those young people who watched it - the respective indices for the under 35, 35-49, and 50 and over age groups being 74, 83 and 87.

- . On Thursday evening, at 10:00-11:00 pm, the metronet and some CBC affiliated stations presented SEPT ISLES: PORTRAIT OF A BOOM TOWN, a documentary examination of labor and other problems of the rapidly-expanding Quebec community. With viewing at the low 2 per cent level, no information is available on how much the broadcast was enjoyed by those who watched it.
- . On Monday of this week TAKE THIRTY began a new series of programs. Broadcast in the series' usual 3:00-3:30 pm slot, the first four editions drew typically small afternoon audiences of 2-3 per cent. Because of this low level of viewing audience enjoyment information is not available for individual broadcasts. As a whole, however, these programs and the previous Friday's repeat 'Take Thirty' were well received with an index of 73. Included in the week's broadcasts were: on Friday, a look at efforts being made by various groups to help people overcome loneliness; on Monday, a preview of 1973-74 'Take Thirty' programs; on Tuesday, a talk with Swedish sexologist Dr. Bergstrom-Wallen; on Wednesday, a look at the history and sport of ballon flying; and on Thursday, an interview with 'Greenpeace' skipper David McTaggart.
- . There was no significant change this week in the overall performance of either of the network's two U.S.-produced Thursday night shows. Broadcast in the 7:30-8:00 pm slot on the metronet and on some CBC affiliated stations, MAUDE rated an index of 79 by a national audience of 20 per cent. Both these measures equal the average of the two preceding editions of the current series. CAROL BURNETT which, in its 8:00-9:00 pm slot, runs directly against CTV's 'Kung Fu' series, this week had a 22 per cent audience. In the common CBC-CTV coverage Thursday's 'Burnett' show was, if anything, marginally outdrawn by the currently popular CTV program. 'Carol Burnett' rated a fairly typical index of 75 for its program featuring Gloria Swanson as sole guest.

A CBC RESEARCH REPORT

TV/ 73/35

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: SEPTEMBER 28 - OCTOBER 4, 1973

THIS WEEK

Special network programming this week included the documentary 'Megavitamin Therapy: The Quiet Controversy', a 'Marketplace Special' titled 'Where's It All Gonna End?', another repeat of the muppets version of 'The Frog Prince' and in the eastern provinces only, a one-man variety show starring Gilbert Becaud. The week's schedule also included a repeat of 'Thy Kingdom Come: The Social Gospel', 'The History of the Motion Pictures' and a memorial tribute to poet W.H. Auden. However, due to insufficient advance notice of scheduling, no audience information is available for these three broadcasts. The week also marked the return of 'Hymn Sing', 'To See Ourselves' and 'Countrytime' and the series' debut of 'CBC Drama '73', 'Delilah' and 'CBC Newsmagazine'.

Regular programs pre-empted throughout the country this week included one edition of 'Edge of Night' and two editions of 'Viewpoint'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- The two CBC network programs drawing the biggest audiences this week were ALL IN THE FAMILY (Friday, 8:00-8:30 pm) and CANNON (Monday, 8:30-9:30 pm). With national audiences in the fairly typical 30-31 per cent range, both these series were again well received by the great majority of those who watched them - index 84 for 'All In The Family', 81 for the crime-drama program.
- Nor was there any significant change this week in the overall performance of most of those US-produced shows which are now in at least their second season on the CBC network. THE WONDERFUL WORLD OF DISNEY (Sunday 6:00-7:00 pm), MASH (Friday, 8:30-9:00 pm), MARY TYLER MOORE (Tuesday, 8:00-8:30 pm), PARTRIDGE FAMILY (Monday, 8:00-8:30 pm), MAUDE (Thursday, 7:30-8:00 pm on the metronet and on some CBC affiliated stations) and CAROL BURNETT (Thursday, 8:00-9:00 pm) all drew substantial audiences of 21-27 per cent - in each case no more than one percentage point above or below their respective audiences of the week before. And, typical of these series this season, the first five were much enjoyed (with indices in the 77-84 range) while the 'Burnett' show had a slightly cooler reception with an index of 73.
- Recovering most of the audience it lost following its pre-emption two weeks ago, THE WALTONS (Sunday, 7:30-8:30 pm) this week attracted a 25 per cent audience - an increase of 4 percentage points over the audience reached by last week's episode. This increased viewing at the national level was also reflected in the common CBC-CTV reception area; as a result, the CBC program on this occasion shared audience about equally with its opposing CTV network series, the popular 'Sonny and Cher' variety show. 'The Waltons' continues to be received with much enthusiasm by those who watch it, this week's index of audience enjoyment being a typically high 87.
- POLICE STORY, which made its network debut two weeks ago, this week showed a substantial increase in the size of its audience. At 21 per cent, the audience to Tuesday's (8:30-9:30 pm) program was about one-third bigger again than the previous 'Police Story' audience of 15 per cent. Thus, in the common CBC-CTV coverage area where the opposing CTV program 'Dan August' maintained its audience of a week ago, 'Police Story' this week had a much increased audience advantage (ratio 3:2) over the CTV drama. The audience enjoyment index of both these programs was 76.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: SEPTEMBER 28-OCTOBER 4, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY	Fri. 8:00- 8:30	31	84
CANNON	Mon. 8:30- 9:30	30	81
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	27	84
THE WALTONS	Sun. 7:30- 8:30	25	87
CAROL BURNETT	Thu. 8:00- 9:00	23	73
MASH	Fri. 8:30- 9:00	23	82
MARY TYLER MOORE	Tue. 8:00- 8:30	23	79
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	22	77
+ FOOTBALL - CFL (Hamilton at Winnipeg)	Wed. 9:00-11:35	21	78
POLICE STORY	Tue. 8:30- 9:30	21	76
THIS IS THE LAW	Mon. 9:30-10:00	19	73
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	18	84
THE BEACHCOMBERS	Sun. 7:00- 7:30	16	72
TOMMY HUNTER	Fri. 9:00-10:00	16	81
* 'FROG PRINCE' (Repeat)	Sat. 8:00- 9:00	14	75
'MEGAVITAMIN THERAPY - THE QUIET CONTROVERSY'	Sun. 10:00-11:00	14	80
¢+ FOOTBALL - CFL (Toronto at Vancouver)	Sat. 11:00- 1:40 am	13	81
* CBC NATIONAL NEWS	S-S 11:00-11:21	13	82
IN THE SOUTH SEAS (New Caledonia Island)	Mon. 10:00-10:30	11	78
NEEDLES AND PINS	Sun. 8:30- 9:00	10	61
△ EDGE OF NIGHT	M-F 3:30- 4:00	10	87
CBC DRAMA '73 ('More Joy In Heaven'-Pt.1)	Sun. 9:00-10:00	8	68
□ THIS LAND	Wed. 8:00- 8:30	7	82
FAMILY COURT	M-F 4:00- 4:30	6	78
MAN ALIVE	Mon. 10:30-11:00	5	72
* COUNTRY CANADA	Sun. 4:30- 5:00	2	\$
‡ MAIN CHANCE (Repeat)	Sat. 9:00-10:00	2	\$
TAKE THIRTY	M-F 3:00- 3:30	2	74
MUSIC TO SEE	Sun. 5:00- 5:30	2	\$
‡ TO SEE OURSELVES ('Patriots')	Wed. 8:30- 9:00	1	\$
‡ 'BECAUD AND CO.'	Sat. 10:00-11:00	1	\$
SPORTSWEEK	Sun. 3:45- 4:00	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

¢ Joined in progress at 11:10 pm EDT in the East.

△ Pre-empted on Wednesday.

□ Joined in progress at 10:35 CDT in Manitoba.

‡ Pre-empted in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

- . Making its second appearance in the Friday 7:30-8:00 pm slot on the metronet and on some dozen or so CBC affiliate stations, THE IRISH ROVERS this week attracted a 13 per cent audience to a program featuring the 'Rovers' with the 'Ardwyn Welsh Choir' and dancer Pattie MacDonald. This 13 per cent audience is slightly smaller than last week's audience to the series' opener (15 per cent) and only about two-thirds as big as audiences the series regularly drew last season when it ran at the same hour on Monday evening with a slightly wider distribution. Continuing to give much enjoyment to the majority of those who watch it, 'Irish Rovers' this week rated an index of 85.
- . In its usual Friday 9:00-10:00 pm slot, TOMMY HUNTER this week drew a 16 per cent audience - up slightly from the viewing level reached the week before but still somewhat below that maintained by the 1972-73 'Hunter' series (average audience 19 per cent). Of interest this week was the unusual popularity of the directly opposing 'CTV Friday Night Movie' - 'Runaway'. At the national level, the audience to this suspense film was 21 per cent - a full 6 percentage points bigger than the usual 'CTV Friday Movie' audience of last year. And, in the common CBC-CTV reception area, the CTV series, for the second week running, had an audience advantage over the 'Hunter' show - an unusual situation for these two programs. On this occasion, the CTV's audience lead during this 9:00-10:00 pm time period was about 3:2. The audience enjoyment index for Friday's 'Tommy Hunter' program was a typically high 81; the index of 'Runaway' an even higher 85.
- . At 10:00-11:00 pm on Friday, the metronet and some CBC affiliated stations carried the second instalment of THE WORLD AT WAR. Continuing the history of the Second World War, the broadcast covered events from September 1939 to May 1940. With both viewing and audience enjoyment of the series being unchanged from the week before, the program was well received (index 77) by a small national audience of 5 per cent.
- . HYMN SING this week returned to the metronet and some CBC affiliated stations in its usual Sunday 5:30-6:00 pm slot. The size of the audience was 6 per cent both nationally and within the metronet area - just slightly smaller than the audience to the opening 'Hymn Sing' program last year. As always, the program was highly acclaimed by those who saw it, the enjoyment index this week being 84.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: SEPTEMBER 28-OCTOBER 4, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE	Thu. 7:30- 8:00	21	78
THE IRISH ROVERS	Fri. 7:30- 8:00	13	85
GILLIGAN'S ISLAND	M-F 5:30- 6:00	11	77
LOTSA LUCK	Mon. 7:30- 8:00	10	72
DELILAH	Thu. 9:00- 9:30	6	40
HYMN SING	Sun. 5:30- 6:00	6	84
COUNTRYTIME	Thu. 9:30-10:00	6	80
WORLD AT WAR	Fri. 10:00-11:00	5	77
* HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	5	77
MARKETPLACE SPECIAL 'Where's It All Gonna End?'	Thu. 10:00-10:30	5	77
CBC NEWSMAGAZINE	Thu. 10:30-11:00	3	\$
* MR. CHIPS	Wed. 7:45- 8:00	3	\$
MUSIC MACHINE	Sat. 6:30- 7:00	3	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	77
UPDATE	Sat. 6:00- 6:30	3	\$
△ VIEWPOINT	M-F 11:22-11:29	2	\$
JULIETTE AND FRIENDS	M-F 2:00- 2:30	2	\$
c REPLAY	Sat. 7:30- 8:00	2	\$
AUDUBON WILDLIFE THEATRE	M,W,F 1:30- 2:00	1	\$
* DOLLARS AND SENSE	Sun. 4:00- 4:30	1	\$
NORMAN CORWIN PRESENTS	Tu&Th 1:30- 2:00	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	16	81
<u>CTV PROGRAMS</u>			
SONNY AND CHER	Sun. 7:30- 8:30	23	77
+ KUNG FU	Thu. 8:00- 9:00	23	83
FRIDAY NIGHT MOVIE ('Runaway')	Fri. 8:30-10:00	21	85
IRONSIDE	Thu. 9:00-10:00	20	78
ACADEMY PERFORMANCE ('\$')	Sat. 8:00-10:30	18	67
+ MARCUS WELBY, MD	Tue. 10:00-11:00	17	83
MEDICAL CENTRE	Mon. 10:00-11:00	16	81
+ THE STREETS OF SAN FRANCISCO	Thu. 10:00-11:00	16	80
+ F.B.I.	Fri. 10:00-11:00	15	76
CTV SUNDAY NIGHT MOVIE ('Hawkins')	Sun. 8:30-10:00	14	73
* WEDNESDAY NIGHT MOVIE ('Madigan: The Lisbon Beat')	Wed. 8:00- 9:30	14	71
DAN AUGUST	Tue. 8:30- 9:30	13	76
‡ FOOTBALL - CFL (Montreal at Ottawa)	Sun. 2:00- 4:45	13	81
POLICE SURGEON	Sat. 7:30- 8:00	13	76
+ THE ROOKIES	Mon. 8:00- 9:00	12	82
c‡ FOOTBALL - CFL (Hamilton at Calgary)	Sun. 4:30- 7:14	12	82
PIG AND WHISTLE	Mon. 9:30-10:00	11	74
+ GIRL WITH SOMETHING EXTRA	Mon. 7:00- 7:30	11	76
ADAM'S RIB	Mon. 9:00- 9:30	11	76
+ SANFORD AND SON	Fri. 8:00- 8:30	10	84
+ STARLOST	Fri. 7:00- 8:00	9	56
+ SHAKE, ROCK AND ROLL	Sat. 7:00- 7:30	9	65
ANOTHER WORLD	M-F 3:00- 3:30	9	88
□ CTV NATIONAL NEWS	S-S 11:00-11:20	8	80
+ TEMPERATURES RISING	Tue. 8:00- 8:30	8	64
■+ THE BRADY BUNCH	Sun. 7:00- 7:30	8	78
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	8	76
+ IAN TYSON	Thu. 7:00- 7:30	7	72
+ DIANA	Mon. 7:30- 8:00	7	62
+ WIDE WORLD OF SPORTS	Sat. 5:00- 6:00	6	76
W5	Sun. 10:00-11:00	6	68
TARGET THE IMPOSSIBLE	Tue. 9:30-10:00	5	68
SOMERSET	M-F 2:30- 3:00	5	83
ANYTHING YOU CAN DO	M-F 4:00- 4:30	4	68
+ UNTAMED WORLD	Sun. 5:00- 5:30	2	\$

* Re-scheduled in some areas.

△ Pre-empted on Tuesday and Wednesday.

c Pre-empted in some areas.

+ Not carried (on this day and at this time) on all CTV stations.

‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

c Joined in progress at 4:45 pm EDT in the East.

□ Broadcast at 11:30-11:50 pm on Saturday.

■ Joined in progress at 7:16 pm in the East.

\$ Sample too small for reliable reporting of enjoyment level.

- . Maintaining the somewhat above-average enjoyment level attained by last week's opening adventure, THE BEACHCOMBERS (Sunday, 7:00-7:30 pm) this week rated an index of 72 as against a 1972-73 'Beachcomber' enjoyment norm of 68. The audience, at 16 per cent, was up slightly from the week before and only marginally smaller than audiences attracted to the series in the early weeks of last season.
- . Sunday of this week marked the beginning of the new CBC DRAMA '73 series. Broadcast in the 9:00-10:00 pm slot, the 9-part series will feature dramas by Canadian writers. The opening program was the introductory half of 'More Joy In Heaven', a Ron Weyman dramatization of the Morley Callaghan novel of the 1930's. Starring in the television play were John Vernon and Linda Goranson. The enjoyment index for the opening segment was 68 - well above the 58-59 enjoyment norm for CBC drama presentations. The size of the 'More Joy In Heaven' audience was 8 per cent - equal only to the smallest audiences recorded for one-occasion 'Sunday At Nine' dramas last season. In the common CBC-CTV coverage area, the disparity between the audience to this week's CBC drama and to the opposing 'CTV Sunday Night Movie', 'Hawkins', was about 2 to 1 in the CTV program's favour.
- . This week's program in the Sunday 10:00-11:00 pm slot was the CBC-produced documentary MEGAVITAMIN THERAPY - THE QUIET CONTROVERSY. In its examination of the pros and cons of using large doses of concentrated vitamins and nutrients to control or prevent disease, the broadcast featured case histories and testimonials of former patients who claim to have been cured. It also included comment by medical specialists with widely divergent views on the subject of megavitamin therapy. The broadcast, which raises these questions but does not come to any conclusions, was felt by most of those who watched it to have been a clearly presented, worthwhile and generally informative piece of television journalism. The resultant index of enjoyment for the audience as a whole was 80. The size of the audience was 14 per cent - substantially bigger than the average (10 per cent) audience maintained by last season's 'Weekend' series in this same Sunday 10:00-11:00 pm slot and also somewhat bigger than last week's Sunday 10:00-11:00 pm audience to the 'A World Apart' documentary on mental illness.
- . On Saturday of this week the network presented its second repeat of the musical version of the fairy tale classic THE FROG PRINCE. Broadcast (in all areas except British Columbia where it ran one hour earlier) in the 8:00-9:00 pm slot, the program drew an adult-teenage audience of 14 per cent plus an unknown but presumably large number of viewers

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: SEPTEMBER 28-OCTOBER 4, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS		CTV PROGRAM
FRI 28th	7:00- 7:30	Local Programming	10		+ STARLOST
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	ALL IN THE FAMILY	32	10	+ SANFORD AND SON
	8:30- 9:00	MASH	23	23	FRIDAY NIGHT MOVIE ('Runaway')
	9:00- 9:30	TOMMY HUNTER	15		
	9:30-10:00				
	10:00-10:30	Not Complete Network	16		
	10:30-11:00				
SUN 30th	7:00- 7:30	THE BEACHCOMBERS	15	9	+ THE BRADY BUNCH
	7:30- 8:00	THE WALTONS	24	24	SONNY AND CHER
	8:00- 8:30				
	8:30- 9:00	NEEDLES AND PINS	9	15	CTV SUNDAY NIGHT MOVIE ('Hawkins')
	9:00- 9:30	CBC DRAMA '73 ('More Joy In Heaven' - Pt. 1)	7		
	9:30-10:00	'MEGAVITAMIN THERAPY - THE QUIET CONTROVERSY'	14		
	10:00-10:30				
	10:30-11:00				
MON 1st	7:00- 7:30	Local Programming		11	+ GIRL WITH SOMETHING EXTRA
	7:30- 8:00	Not Complete Network		7	+ DIANA
	8:00- 8:30	THE PARTRIDGE FAMILY	21	13	+ THE ROOKIES
	8:30- 9:00	CANNON	29		
	9:00- 9:30			ADAM'S RIB	
	9:30-10:00	THIS IS THE LAW	18	11	PIG 'N' WHISTLE
	10:00-10:30	IN THE SOUTH SEAS (New Caledonia Island)	11	17	MEDICAL CENTRE
	10:30-11:00	MAN ALIVE	5		
TUE 2nd	7:00- 7:30	Local Programming			Not Complete Network
	7:30- 8:00			8	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	22	9	+ TEMPERATURES RISING
	8:30- 9:00	POLICE STORY	20	14	DAN AUGUST
	9:00- 9:30				
	9:30-10:00	FRONT PAGE CHALLENGE	18	6	TARGET THE IMPOSSIBLE
	10:00-10:30	'THY KINGDOM COME' (Repeat)	#	18	+ MARCUS WELBY, M.D.
	10:30-11:00				
THU 4th	7:00- 7:30	Local Programming		7	+ IAN TYSON
	7:30- 8:00	Not Complete Network			Not Complete Network
	8:00- 8:30	CAROL BURNETT	23	24	+ KUNG FU
	8:30- 9:00				
	9:00- 9:30	Not Complete Network	20	IRONSIDE	
	9:30-10:00				
	10:00-10:30				
	10:30-11:00				17
S - S	11:00-11:20	* CBC NEWS	12	9	+ CTV NEWS

c Joined in progress at 7:16 pm in the East.

* Re-scheduled in some areas on one occasion.

Broadcast at 11:30-11:50 pm on Saturday.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

under the age of 12. This is a substantially bigger audience than was attracted to the same Saturday slot the week before by another 'Muppets' repeat - 'The Muppets Musicians of Bremen'. And, while the 14 per cent audience to this third showing of 'Frog Prince' was understandably smaller than the audience (22 per cent) to the original broadcast (which ran in the Sunday 7:00-8:00 pm slot in May 1971), audience enjoyment of the program was virtually the same on both these occasions - index for the adult-teenage audience as a whole this week 75, for the first showing, 78. (Due to insufficient advance notice of scheduling no audience information is available for the first repeat of 'Frog Prince' on November 18, 1971.)

- . Now in its fourth week in the Monday 7:30-8:00 pm slot on the metronet and on some CBC affiliated stations, the US-comedy LOTSA LUCK shows no change in either the size of its audience or the extent to which it is enjoyed by those who watch it. With viewing at the 10 per cent level, the program this week rated a moderately favourable enjoyment index of 72.
- . This week marked the third network appearance of the new NBC situation comedy NEEDLES AND PINS. Broadcast in its usual 9:00-9:30 pm slot on Sunday, the series this week drew a national audience of 10 per cent - down a further 2 percentage points from the week before and just over half as big as the audience to the series' September 9 debut. This 10 per cent audience to 'Needles and Pins' is also, of course, far smaller than the average 27 per cent audience maintained by 'Julie Andrews' in this same Sunday slot during the early part of last season. Nor is 'Needles and Pins' going over well with those who do watch it, this week's enjoyment index being a typically low 61.
- . DELILAH, starring Terry Tweed in the title role of a barber, this week made its debut in the Thursday 9:00-9:30 pm slot on the metronet and some CBC affiliated stations. It was a most inauspicious beginning. The audience enjoyment index for this initial episode was 40 - by far the lowest ever recorded for a network situation comedy series. While some 17 per cent of the audience did much enjoy the program, the vast majority of viewers were much less impressed; indeed, close to half the entire audience reported having not enjoyed it "too much" or "at all". Special questioning on this occasion revealed nothing more specific than that a majority of viewers was simply not amused by 'Delilah', finding it "stupid", "unrealistic", and totally lacking in humour. The initial audience to 'Delilah' was a relatively small one but at 6 per cent it about matched the weekly audience level attained by last season's 'Telescope' series when it ran in this same limited network slot on Thursday.

- . This week's audience to THIS IS THE LAW (Monday 9:30-10:00 pm) was 19 per cent - up 3 percentage points from the audience attracted to the opening program three weeks before and marginally bigger also than the average audience of the 1972-73 'This Is The Law' series. Though the panel-quiz series continues to be just moderately well received by those who watch it, the enjoyment index of 73 attained by this third edition is just 2 points below the 'This Is The Law' enjoyment norm of last season.
- . Continuing in the Monday 10:00-10:30 pm slot, the CBC-produced IN THE SOUTH SEAS series on the South Pacific Islands and their inhabitants, this week focused on the Island of Caledonia. Both the 11 per cent audience and the index of enjoyment (78) were about average for the series to date.
- . Nor was there any significant change this week in the viewing and enjoyment levels of MAN ALIVE which follows at 10:30-11:00 pm. Making its third appearance of the season, the program drew a 5 per cent audience and rated a moderately favourable index of 72. The subject of the broadcast was a 'Campamento' or urban slum area on the outskirts of the Chilean capital of Santiago.
- . Guest challengers on FRONT PAGE CHALLENGE (Tuesday 9:30-10:00 pm) this week were former Newfoundland Premier Joey Smallwood and the Charlottetown Festival's 'Anne of Green Gables' star Gracie Finlay. With no significant change in overall performance from the past two weeks or, in fact, from last season, the vintage CBC panel-quiz series on this occasion drew an 18 per cent audience and rated an enjoyment index of 84. In the common CBC-CTV reception area, 'FPC' continues to heavily outrate (this week by 3 to 1) the CTV network's new 'Target the Impossible' series on contemporary technological and medical breakthroughs.
- . With network coverage of a 'CFL Football' game causing its rescheduling this week in the four western provinces, the Wednesday (8:00-8:30 pm) THIS LAND series this week drew a national audience of 7 per cent as against last week's opening audience of 9 per cent. The program, a portrait of an 83-year-old woman who, for some 40 years, served as nurse, midwife, doctor and dentist in her small Newfoundland community, was very well received with an audience enjoyment index of 82 (average for the 1972-73 'This Land' series, 81).

- Thursday of this week marked the season debuts of two CBC network series. Moving from its post-hockey slot on Saturdays, COUNTRYTIME now appears on the metronet and on some CBC affiliated stations at 9:30-10:00 pm on Thursday, a time slot that places it directly opposite the CTV network's popular 'Ironside' series. On this first occasion that the two series ran against each other, the CTV drama had more than a 3:1 audience advantage over the CBC country music show. At the national level, the audience to 'Countrytime' was 6 per cent - only half as big as the usual audience that the 1972-73 'Countrytime' series drew with its full network exposure, varied CTV opposition, and of course, 'Hockey' lead-in. Overall audience reaction to this week's 'Countrytime' was enthusiastic, the enjoyment index of 80 about equalling the series' 1972-73 season enjoyment norm.
- One hour later, at 10:30-11:00 pm, the metronet and some affiliate stations presented CBC NEWSMAGAZINE, the first of a series of programs providing in-depth looks at major news issues, events or newsworthy personalities. The series, hosted by Lloyd Robertson, is scheduled for broadcast every other Thursday and will frequently originate from the scene of the story in question. On this occasion, the scene was Washington D.C.; the subject matter, U.S. Vice-President Spiro Agnew. With viewing at the low 3 per cent level, no information is available on how much the broadcast was enjoyed by those who did watch it.
- In the 10:00-10:30 pm slot on Thursday, the metronet and some of the CBC affiliate stations carried a MARKETPLACE SPECIAL titled 'Where's It All Gonna End'. Hosted by regular 'Marketplace' hosts George Finstad and Joan Watson, this special edition on the current high cost of living also featured economists Dian Cohen and Roger Schwass in an interview with Agriculture Minister Eugene Whelan. The program was well received by its (5 per cent) audience, the enjoyment index of 77 being just slightly below the 1972-73 season's 'Marketplace' average of 81.

A CBC RESEARCH REPORT

TV/73/36

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: OCTOBER 5-11, 1973

THIS WEEK

In addition to regular programming the network this week presented 'A Charlie Brown Thanksgiving', 'Opryland U.S.A.', repeats of the documentaries 'Politics of Power: The Fraser and The Future', 'That Wonderful Day When I reach 65' and 'Grey Owl', and special reports on the Spiro Agnew resignation and the Middle East war. However, due to insufficient advance notice of scheduling, no audience information is available for the two news reports. This week also marked the debut of 'Take 60' and the return of 'Singalong Jubilee', 'Tommy Banks', 'Nation's Business', and 'Gallery'.

Regular CBC programs pre-empted throughout the country this week included 'CBC Newsmagazine', and one edition of 'Viewpoint'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Maintaining about the same level of viewing as on its two previous occasions this season, THE IRISH ROVERS (Friday, 7:30-8:00 pm on the metronet and some CBC affiliates) this week drew a 14 per cent audience nationally and, in those parts of the country where both are fully available, an audience slightly bigger (ratio 5:4) than that of the opposing CTV science-fiction series 'Starlost'. By comparison, the 1972-73 'Irish Rovers' series (which in the Monday, 7:30-8:00 pm slot had a slightly wider distribution) drew early season audiences of 18-20 per cent and, in the common area, maintained a 3 to 1 audience advantage over its CTV opposition - the musical 'Rollin' series. Typical of the 'Irish Rovers' series in general, this week's show with 'The Clancy Brothers' as guests was well received by those who watched it, the index of audience enjoyment being a high 85.
- At 9:00-10:00 pm on Friday, the TOMMY HUNTER series presented its third program of the new season. The audience on this occasion was 18 per cent - 2-3 percentage points bigger than audiences to the two preceding editions and just slightly smaller than the usual 'Hunter' audience of last year. However, in the common CBC-CTV coverage area, the CBC country music show this week was still marginally outdrawn by the opposing CTV Friday Night Movie. The enjoyment index for Friday's 'Hunter' program was 81 - about average for the series both this season and last.
- Now in its third week in the Friday, 10:00-11:00 pm slot on the metronet and on some CBC affiliated stations, the British-produced THE WORLD AT WAR series this week focused on the fall of France. With no change in either viewing or audience enjoyment from the two preceding segments, the broadcast drew a 5 per cent audience and rated an enjoyment index of 76.
- At 8:00-8:30 pm on Saturday, the network presented its second CHARLIE BROWN cartoon of the season. Typical of these programs in general, this one (titled 'A Charlie Brown Thanksgiving') was moderately well received by those adults and teenagers who watched it - index of enjoyment 73. In addition to an unknown but presumably large number of viewers under the age of 12, this Thanksgiving special drew an adult-teenage audience of 19 per cent - 5 percentage points bigger than the Saturday 8:00-9:00 pm audience to last week's 'Frog Prince' broadcast.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: OCTOBER 5-11, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY	Fri. 8:00- 8:30	33	84
CANNON	Mon. 8:30- 9:30	28	83
CAROL BURNETT	Thu. 8:00- 9:00	25	71
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	24	75
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	23	85
THE WALTONS	Sun. 7:30- 8:30	23	86
MARY TYLER MOORE	Tue. 8:00- 8:30	22	79
MASH	Fri. 8:30- 9:00	22	80
THIS IS THE LAW	Mon. 9:30-10:00	20	72
'A CHARLIE BROWN THANKSGIVING'	Sat. 8:00- 8:30	19	73
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	19	80
POLICE STORY	Tue. 8:30- 9:30	19	78
TOMMY HUNTER	Fri. 9:00-10:00	18	81
'GREY OWL' (Repeat)	Tue. 10:00-11:00	15	89
THE BEACHCOMBERS	Sun. 7:00- 7:30	14	74
CBC NATIONAL NEWS	S-S 11:00-11:21	14	80
'OPRYLAND U.S.A.'	Sat. 8:30- 9:30	12	83
EDGE OF NIGHT	M-F 3:30- 4:00	10	86
+ FOOTBALL-CFL (Calgary at Toronto)	Sat. 2:00- 4:36	9	76
'THAT WONDERFUL DAY WHEN I REACH 65' (Repeat)	Sun. 10:00-11:00	9	69
‡ IN THE SOUTH SEAS (Solomon Islands)	Mon. 10:00-10:30	9	73
NEEDLES AND PINS	Sun. 8:30- 9:00	8	58
SINGALONG JUBILEE	Sat. 10:30-11:00	8	74
THIS LAND	Wed. 8:00- 8:30	7	83
FAMILY COURT	M-F 4:00- 4:30	7	77
CBC DRAMA '73 ('More Joy In Heaven'- Pt.2)	Sun. 9:00-10:00	7	69
'POLITICS OF POWER: THE FRASER AND THE FUTURE' (Repeat)	Sat. 9:30-10:30	6	84
+ FOOTBALL-NFL (New York at Miami)	Sun. 1:00- 3:39	6	74
GALLERY (Wildhorse roundup) (Repeat)	Wed. 10:00-10:30	5	70
MAN ALIVE	Mon. 10:30-11:00	5	57
TO SEE OURSELVES ('The Ferris Wheel')	Wed. 8:30- 9:00	4	43
TOMMY BANKS	Wed. 10:30-11:00	3	64
TAKE THIRTY	M-F 3:00- 3:30	3	76
* COUNTRY CANADA	Sun. 4:30- 5:00	2	\$
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	2	\$
+ SPORTSWEEK	Sat. 4:43- 5:00	1	\$
MUSIC TO SEE	Sun. 5:00- 5:30	1	\$
‡+ SPORTSWEEK	Sun. 3:40- 4:00	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

‡ Joined in progress at 10:16 pm on CBOT (Ottawa).

* Re-scheduled in some areas.

‡ Pre-empted in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

- Following 'Charlie Brown' at 8:30-9:30 pm on Saturday, a 12 per cent audience was attracted to OPRYLAND U.S.A., a special program filmed at Nashville's "Opryland" entertainment park and featuring a wide range of American music. Co-hosted by Tennessee Ernie Ford and Petula Clark, the broadcast also featured Carol Lawrence, Melba Moore and Wayne Newton. Though very well received by viewers of all ages, the program was specially enjoyed by those in the "50 and over" age category - index of enjoyment for this group 90 as against an index of 83 for the audience as a whole.
- Saturday of this week marked the season debut of SINGALONG JUBILEE. Moving to the slot formerly occupied by the 'Countrytime' series, 'Singalong', beginning next week, will immediately follow the network's live 'Hockey Night In Canada' broadcast on all CBC stations. On this occasion, however, the program's broadcast time was 10:30-11:00 pm in all areas of the country. The size of the audience was 8 per cent - somewhat smaller than the corresponding audience of last year's 'Countrytime' series (10 per cent) and slightly smaller also than the 9 per cent audience that 'Singalong' maintained with a more-limited exposure on Wednesday evenings (7:30-8:00 pm) last season. Saturday's opening 'Singalong' program rated an audience enjoyment index of 74 - also slightly low by 1972-73 'Singalong' standards (average index 79).
- The Saturday 9:30-10:30 pm slot this week was occupied by POLITICS OF POWER: THE FRASER AND THE FUTURE. Originally shown as part of the 1971-72 'Tuesday Night' series, the documentary discussed the economic, ecological and political role of British Columbia's Fraser River in the mainstream of North America. With audience reaction to the repeat broadcast being just as enthusiastic as to the original, the documentary this week rated an enjoyment index of 84. The audience was 6 per cent.
- Another 'Tuesday Night' program that was repeated on the network this week was last season's February 20 documentary study of private and government pension plans and their short-comings. Broadcast at 10:00-11:00 pm on Sunday, THAT WONDERFUL DAY WHEN I REACH 65 this week drew a national audience of 9 per cent - substantially smaller than those attracted to the same Sunday slot in the last two weeks by 'A World Apart' (12 per cent) and 'Megavitamin Therapy' (14 per cent). Unlike the first 'Wonderful Day' broadcast which was highly rated by young and older viewers alike, the repeat program, though still much enjoyed by viewers in the "50 and over" age group (index 75), was not particularly well received by the remainder of the audience. As a result, the index of enjoyment for the audience as a whole this week was 69.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: OCTOBER 5-11, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE	Thu. 7:30- 8:00	20	79
THE IRISH ROVERS	Fri. 7:30- 8:00	14	85
LOTSA LUCK	Mon. 7:30- 8:00	12	70
GILLIGAN'S ISLAND	M-F 5:30- 6:00	11	78
COUNTRYTIME	Thu. 9:30-10:00	7	76
HYMN SING	Sun. 5:30- 6:00	5	83
WORLD AT WAR	Fri. 10:00-11:00	5	76
DELILAH	Thu. 9:00- 9:30	5	55
HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	4	70
* MUSIC MACHINE	Sat. 6:30- 7:00	3	\$
MR. CHIPS	Wed. 7:45- 8:00	3	\$
TAKE SIXTY	Thu. 10:00-11:00	3	\$
JULIETTE AND FRIENDS	M-F 2:00- 2:30	3	71
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	2	75
REPLAY	Sat. 7:30- 8:00	2	\$
△ VIEWPOINT	M-F 11:22-11:29	2	\$
UPDATE	Sat. 6:00- 6:30	2	\$
AUDUBON WILDLIFE THEATRE	W&F 1:30- 2:00	1	\$
* DOLLARS AND SENSE	Sun. 4:00- 4:30	1	\$
NORMAN CORWIN PRESENTS	Tu&Th 1:30- 2:00	1	\$
<u>CBC METRONET</u>			
THE WONDERFULL WORLD OF DISNEY	Sun. 6:00- 7:00	13	83
<u>CTV PROGRAMS</u>			
HOCKEY-NHL	Wed. 8:00-10:47	27	81
+ KUNG FU	Thu. 8:00- 9:00	24	83
IRONSIDE	Thu. 9:00-10:00	19	78
SONNY AND CHER	Sun. 7:30- 8:30	19	77
* ACADEMY PERFORMANCE ('You'll Like My Mother FRIDAY NIGHT MOVIE ('Shaft - The Executioner')	Sat. 8:00-10:00	17	77
+ THE STREETS OF SAN FRANCISCO	Fri. 8:30-10:00	17	76
MEDICAL CENTRE	Thu. 10:00-11:00	16	81
+ MARCUS WELBY, MD	Mon. 10:00-11:00	16	81
* FBI	Tue 10:00-11:00	15	80
DAN AUGUST	Fri. 10:00-11:00	14	75
POLICE SURGEON	Tue. 8:30- 9:30	14	77
CTV SUNDAY NIGHT MOVIE ('Columbo: The Most Crucial Game')	Sat. 7:30- 8:00	14	74
ADAM'S RIB	Sun. 8:30-10:00	13	81
+ THE ROOKIES	Mon. 9:00- 9:30	13	75
+ FOOTBALL-CFL (Vancouver at Regina)	Mon. 8:00- 9:00	13	81
+ THE BRADY BUNCH	Sun. 4:00- 6:41	12	77
PIG AND WHISTLE	Sun. 7:00- 7:30	11	81
+ FOOTBALL-CFL (Winnipeg at Edmonton)	Mon. 9:30-10:00	11	74
+ STARLOST	Mon. 4:30- 7:04	10	81
+ SANFORD AND SON	Fri. 7:00- 8:00	10	55
+ GIRL WITH SOMETHING EXTRA	Fri. 8:00- 8:30	10	86
* CTV NATIONAL NEWS	Mon. 7:00- 7:30	10	79
+ SHAKE, ROCK AND ROLL	S-S 11:00-11:20	9	79
+ TEMPERATURES RISING	Sat. 7:00- 7:30	9	67
ANOTHER WORLD	Tue. 8:00- 8:30	8	69
+ HEADLINE HUNTERS	Fri. 3:00- 3:30	8	91
+ DIANA	Tue. 7:30- 8:00	7	74
+ FOOTBALL-CFL (Calgary at Montreal)	Mon. 7:30- 8:00	7	65
+ IAN TYSON	Mon. 2:00- 4:28	7	65
TARGET THE IMPOSSIBLE	Thu. 7:00- 7:30	7	72
WS	Tue. 9:30-10:00	5	69
SOMERSET	Sun. 10:00-11:00	5	67
+ WIDE WORLD OF SPORTS	Fri. 2:30- 3:00	5	83
ANYTHING YOU CAN DO	Sat. 4:30- 6:00	5	73
WHAT'S THE GOOD WORD	Tu-F 4:00- 4:30	4	67
*+ QUESTION PERIOD	Tu-F 3:30- 4:00	3	81
	Sun. 4:30- 5:00	1	\$

‡ Joined in progress in some areas.

△ Pre-empted on Wednesday.

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions)

+ Not carried (on this day and at this time) on all CTV stations.

‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

\$ Sample too small for reliable reporting of enjoyment level.

- At 8 per cent, the audience to this week's NEEDLES AND PINS program (Sunday, 8:30-9:00 pm) showed a further decline in viewing from the week before and was only half as big as the audience attracted to the series' opening episode. This low level of viewing is also, of course, far short of the usual (23 per cent) level maintained by 'Julie Andrews' when it ran in the Sunday 8:00-9:00 pm slot last season. Nor is 'Needles and Pins' being any better received by those who continue to watch it, the index of 58 for this fourth episode being in line with the enjoyment indices in the low 59-62 range for preceding episodes.
- This week's second program of the CBC DRAMA '73 series (Sunday, 9:00-10:00 pm) was the concluding half of 'More Joy In Heaven', a Ron Weyman dramatization of the Morley Callaghan novel of the 1930's. With no change in audience enjoyment from the opening segment, the broadcast rated an index of 69 - a full 10 points higher than the usual enjoyment level of CBC-produced dramas. At 7 per cent, however, the audience to this week's broadcast was down one percentage point from the 'More Joy In Heaven' audience of the week before and about equal to the smallest 'Sunday at Nine' drama audiences of last year.
- Continuing its gradual increase in viewing, THIS IS THE LAW (Monday, 9:30-10:00 pm) this week drew a national audience of 20 per cent - one-quarter bigger again than the audience to the series' September 17 opening edition and somewhat bigger also than the average 1972-73 'This Is The Law' audience of 18 per cent. If anything, however, the panel-quiz series is being received with slightly less enthusiasm now than it was last season, the index for this week's program and for each of the preceding three editions being in the 71-73 range as against the series' 1972-73 average index of 75.
- IN THE SOUTH SEAS (Monday, 10:00-10:30 pm) this week returned to the 'Solomon Islands' for its fifth program. Unlike preceding editions in which the main emphasis was on the native people of the Islands, this one focused on the life-style and influence of the Islands' ex-patriots. Perhaps for this reason, Monday's broadcast proved to be the least well received of the series to date - index of enjoyment 73 as against earlier indices in the 76-80 range. Nor was the viewing level of this week's 'In The South Seas' - 9 per cent - quite as high as the series' previous viewing norm of 11-12 per cent.
- Set in an olive garden on Mount Zion, MAN ALIVE (Monday, 10:30-11:00 pm) this week had theologians Zvi Verblovski and James Saunders discuss the similarities and differences of Judaism and Christianity. Though close to one-third of those who watched the program rated it one they had enjoyed "very much",

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS
WEEK: OCTOBER 5-11, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 5th	7:00- 7:30	Local Programming	11	+ STARLOST
	7:30- 8:00	Not Complete Network		
	8:00- 8:30	ALL IN THE FAMILY	32	+ SANFORD AND SON
	8:30- 9:00	MASH	21	
	9:00- 9:30	TOMMY HUNTER	16	FRIDAY NIGHT MOVIE (<i>'Shaft- The Executioner'</i>)
	9:30-10:00			
	10:00-10:30			
	10:30-11:00	Not Complete Network	15	+ F.B.I.
SAT 6th	7:00- 7:30	Local Programming	9	+ SHAKE, ROCK AND ROLL
	7:30- 8:00	Not Complete Network	14	POLICE SURGEON
	8:00- 8:30	'A CHARLIE BROWN THANKSGIVING'	19	
	8:30- 9:00	'OPRYLAND U.S.A.'	12	<input type="checkbox"/> ACADEMY PERFORMANCE (<i>'You'll Like My Mother'</i>)
	9:00- 9:30			
	9:30-10:00	'POLITICS OF POWER: THE FRASER AND THE FUTURE' (Repeat)	6	Not Complete Network
	10:00-10:30			
	10:30-11:00	SINGALONG JUBILEE	7	
SUN 7th	7:00- 7:30	THE BEACHCOMBERS	14	+ THE BRADY BUNCH
	7:30- 8:00	THE WALTONS	22	SONNY AND CHER
	8:00- 8:30			
	8:30- 9:00	NEEDLES AND PINS	7	
	9:00- 9:30	CBC DRAMA '73 (<i>'More Joy In Heaven' - Pt. 2</i>)	6	CTV SUNDAY NIGHT MOVIE (<i>'Columbo: The Most Crucial Game'</i>)
	9:30-10:00			
	10:00-10:30	'THAT WONDERFUL DAY WHEN I REACH 65' (Repeat)	8	5
	10:30-11:00			
MON 8th	7:00- 7:30	Local Programming	10	+ GIRL WITH SOMETHING EXTRA
	7:30- 8:00	Not Complete Network	8	+ DIANA
	8:00- 8:30	THE PARTRIDGE FAMILY	23	14
	8:30- 9:00			
	9:00- 9:30	CANNON	27	14
	9:30-10:00	THIS IS THE LAW	19	11
	10:00-10:30	IN THE SOUTH SEAS (Solomon Islands)	8	16
	10:30-11:00	MAN ALIVE	4	MEDICAL CENTRE
TUE 9th	7:00- 7:30	Local Programming		Not Complete Network
	7:30- 8:00		7	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	22	9
	8:30- 9:00	POLICE STORY	18	14
	9:00- 9:30			
	9:30-10:00	FRONT PAGE CHALLENGE	18	6
	10:00-10:30	'GREY OWL' (Repeat)	15	15
	10:30-11:00			
THU 11th	7:00- 7:30	Local Programming	7	+ IAN TYSON
	7:30- 8:00	Not Complete Network		Not Complete Network
	8:00- 8:30			
	8:30- 9:00	CAROL BURNETT	24	25
	9:00- 9:30			
	9:30-10:00	Not Complete Network		20
	10:00-10:30			
	10:30-11:00			
5-5	11:00-11:20	CBC NEWS	13	10

† Joined in progress at 7:06 pm in the East.
 * Re-scheduled in some areas on Wednesday.
 ‡ Joined in progress at 10:16 pm on CBOT (Ottawa).
 • Not carried on this day and at this time on all CTV stations.
☐ Re-scheduled in some areas.

NOTE: 'Live' (i.e. non-delayed) programming on Wednesday evening this week plus the resultant re-scheduling of other programs on this evening, prevents the inclusion of Wednesday data in this table.

results of special questioning revealed that a substantial number of viewers found the conversation to be too philosophical for their understanding or enjoyment. As a result, the enjoyment index for the audience as a whole was just 57 - one of the lowest for a 'Man Alive' program in recent years (average index for the 1972-73 series, 74 and for preceding editions this season, 72). The size of Monday's 'Man Alive' audience was 5 per cent - unchanged from the past three weeks.

- At 10:00-11:00 pm on Tuesday, the network presented a repeat of last season's 'Man At The Center' documentary on the life and work of GREY OWL, the flamboyant and enigmatic Englishman who concealed his identity by becoming a self-proclaimed Canadian Indian and who ultimately achieved world fame in the 1930's as a pioneer conservationist and naturalist, author and lecturer. With no change in overall audience reaction from its December 1972 showing, the documentary this week was rated by the great majority of its viewers as a clearly presented, informative and very worthwhile broadcast. The index of enjoyment for the audience as a whole was 89 - just one point short of the original 90 index and a specially high level of enjoyment for an "information" program. The size of the audience to Tuesday's 'Grey Owl' was 15 per cent - twice as big as the average 10:00-11:00 pm audience maintained by the 1972-73 'Tuesday Night' series. And, in the common CBC-CTV reception area where 'Grey Owl' ran directly against 'Marcus Welby', the CTV medical drama series which normally has a healthy audience advantage over CBC Tuesday 10:00-11:00 pm programming, this week managed only to share audience equally with the CBC special.
- With no change in viewing from the week before when it was subject to some rescheduling, THIS LAND (Wednesday, 8:00-8:30 pm) this week drew a 7 per cent audience - 2 percentage points smaller than the audience to the series' opening edition three weeks ago and somewhat smaller also than usual 1972-73 season 'This Land' audience of 10 per cent. The series, however, continues each week to be very much enjoyed by the great majority of those who watch it, the index of enjoyment for this week's look at the Ontario Correctional System's 'Camp Dare' being a typically high 83.
- TO SEE OURSELVES, which previously was shown on the metronet and on some affiliate stations at 9:30-10:00 pm on Thursday, last week moved to the Wednesday 8:30-9:00 pm slot where it is now carried by all CBC stations. However, due to its pre-emption in western areas on that first occasion, this week's 'The Ferris Wheel' was the first 'To See Ourselves' drama to have full network exposure across the country. The audience was 4 per cent - about twice as big as audiences the series regularly

drew on Thursdays. Written by Leo Simpson, the play concerned a trivial dispute between three company executives. Starring were Eric House, Ted Follows and Ken James. With close to half of those who watched rating the play as one they had enjoyed "not too much" or "not at all", the index of enjoyment for the audience as a whole was just 43 - much below the 58-59 enjoyment norm of CBC-produced drama programs.

- . Wednesday of this week marked the beginning of a series of five GALLERY repeats. Broadcast at 10:00-10:30 pm, this week's 'Run For Your Life' was moderately well received (index 70) by a 5 per cent audience. Like each of the next four editions this opening film - showing the round-up of Alberta's last band of wild horses - was originally broadcast during the summer when the CBC panel was inoperative.
- . Following this at 10:30-11:00 pm, the TOMMY BANKS show made its season debut on the full CBC network. At 3 per cent, the audience to this opening program was no bigger than the usual audience of last season's 'Banks' series which ran at the same hour on Friday on the metronet and on some but not all affiliate stations. Wednesday's 'Tommy Banks' show, which featured Joey Smallwood and Dianne Brooks, rated an enjoyment index of 64 - significantly below the series' 1972-73 enjoyment norm of 72.
- . At 9:00-9:30 pm on Thursday, the metronet and some CBC affiliate stations carried the second episode of the CBC's new DELILAH series. Though viewing, at the 5 per cent level, was down slightly from the week before there was a marked improvement in audience enjoyment of the program on this second occasion. With close to one-third of those who watched this week's program rating it a program they had "very much" enjoyed (and only half as many viewers as before reporting that they had not enjoyed 'Delilah' "too much" or "at all"), the index of enjoyment for the audience as a whole was 55 - still very low by situation comedy standards but much above the record low index of 40 recorded for last week's initial 'Delilah' episode.
- . Making its second appearance in the Thursday 9:30-10:00 pm slot on the metronet and on some CBC affiliated stations, COUNTRYTIME this week drew a 7 per cent national, 8 per cent metronet area audience. While this represents a slight increase in viewing over the level reached the week before, it is still well below the 12 per cent viewing norm of last season's (post-hockey and full network) 'Countrytime' series. The index of audience enjoyment for Thursday's broadcast was 76 - typical of the level of enjoyment attained by 'Countrytime' programs in general.

- At 10:00-11:00 pm on Thursday the metronet and some affiliate stations carried the first edition of the new CBC TAKE 60 series. On this occasion, however, the program drew too small an audience (3 per cent) to provide a reliable indication of how much it was enjoyed by those who watched it. Topics discussed included recent U.S. shortages of beef and gasoline, the aftermath of the overthrow and death of Chilean President Allende, the resignation of U.S. Vice-President Spiro Agnew, and the up-coming Quebec elections.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/73/37

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: OCTOBER 12-18, 1973

THIS WEEK

Special programming on the network this week included five 'World Series Baseball' games, the documentary 'Deadline '80: The European Challenge' on the European Economic Community, a special hourlong edition of 'Man Alive' and coverage of President Nixon's announcement of Gerald Ford as his choice for Vice-President. Due to insufficient advance notice of scheduling, no audience data is available for the last-mentioned program. The week also marked the season debut of 'Hockey Night In Canada'.

The many regular CBC programs pre-empted throughout the country this week included 'In The South Seas', 'Mary Tyler Moore', 'Police Story', 'Front Page Challenge', 'NFL Football', 'This Land', 'To See Ourselves', 'Gallery', 'Tommy Banks', 'Carol Burnett', 'Delilah', 'Countrytime', 'CBC Newsmagazine', the evening edition of 'Take Thirty' and two editions of 'Viewpoint'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Saturday of this week marked the beginning of the 1973-74 HOCKEY NIGHT IN CANADA series. On this occasion, two games were telecast - Los Angeles vs Toronto in the Toronto region and Vancouver vs Montreal elsewhere across the country. Beginning at 8:00 pm EDT, these two contests ran to 10:37 pm and 10:44 pm respectively. The total national audience was 33 per cent - slightly bigger than the total audience to the three games carried by 'Hockey Night' on its first occasion last season and marginally bigger also than the audience to any other network program this week. With audience reaction to both these Saturday games being typically enthusiastic, the overall index of enjoyment for 'Hockey Night' this week was 81.
- CBC network programming this week included live coverage of the first five of this year's seven WORLD SERIES BASEBALL games between the New York Mets and the Oakland Athletics. Clearly indicating the continued widespread appeal of these 'World Series' playoffs for Canadian viewers, each of this week's three evening games (on Tuesday at 8:00-11:56 pm EDT, Wednesday at 8:00-11:18 pm EDT and Thursday at 8:00-11:13 pm EDT) drew peak 'World Series' audiences of 29-31 per cent. And, in the common CBC-CTV coverage area where Wednesday's Oakland - New York contest ran directly against a Toronto - Montreal 'NHL Hockey' game on CTV stations, the 'Baseball' playoff had the slight edge in viewing (audience ratio about 5:4). Typically, this week's two afternoon 'World Series' competitions (the first two games of the series) drew somewhat fewer viewers than did the evening contests. However, at 18 and 23 per cent respectively, the audiences of the Saturday (3:30-6:38 pm EDT) and Sunday (4:00-8:47 pm EDT) contests were somewhat bigger than the corresponding audiences (14 and 18 per cent) of the 1972 'World Series'. With all five of this week's baseball telecasts being very much enjoyed by the great majority of those who watched them, indices of enjoyment for individual games fell within the high 82-86 range.
- This week's program in the CBC DRAMA '73 series (Sunday, 9:00-10:00 pm) was 'Vicky', a sequel by Grahame Woods to his March 1970 'Sunday At Nine' drama 'Twelve And A Half Cents'. Opening in a mental institute where Vicky (who at the end of 'Twelve And A Half Cents' had murdered her two young children) has spent a number of years in treatment, the play moves on to show the woman's futile attempts at rehabilitation. Starring, as before, was Jackie Burroughs. Results of special questioning indicate that many viewers felt that Sunday's play had been particularly well acted, that it had given a convincing portrayal of a real-life situation. This parallels the audience response to '12½ Cents'.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: OCTOBER 12-18, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:44	33	81
‡ ALL IN THE FAMILY	Fri. 8:00- 8:30	32	85
+ WORLD SERIES BASEBALL	Thu. 8:00-11:13	31	85
+ WORLD SERIES BASEBALL	Tue. 8:00-11:56	29	86
+ WORLD SERIES BASEBALL	Wed. 8:00-11:18	29	83
CANNON	Mon. 8:30- 9:30	25	80
MASH	Fri. 8:30- 9:00	24	78
+ WORLD SERIES BASEBALL	Sun. 4:00- 8:47	23	84
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	21	78
+ WORLD SERIES BASEBALL	Sat. 3:30- 6:38	18	82
THIS IS THE LAW	Mon. 9:30-10:00	18	74
‡* THE WALTONS	Sun. 7:30- 8:30	17	87
‡ TOMMY HUNTER	Fri. 9:00-10:00	17	81
* CBC NATIONAL NEWS	S-S 11:00-11:21	13	81
+ FOOTBALL-CFL (Edmonton at Vancouver)	Sat. 11:00- 1:30 am	11	76
EDGE OF NIGHT	M-F 3:30- 4:00	10	85
‡ CBC DRAMA '73 ('Vicky')	Sun. 9:00-10:00	10	63
‡ THE WONDERFUL WORLD OF DISNEY	Sun. 3:00- 4:00	9	88
+ SINGALONG JUBILEE	Sat. 10:46-11:00	8	74
MAN ALIVE	Mon. 10:00-11:00	7	70
FAMILY COURT	M-F 4:00- 4:30	7	79
'DEADLINE '80 - THE EUROPEAN CHALLENGE'	Sun. 10:00-11:00	3	65
TAKE THIRTY	M-F 3:00- 3:30	2	77
NATION'S BUSINESS (Progressive Conservative Party)	Sun. 11:15-11:21	2	\$
‡ COUNTRY CANADA	Sun. 1:30- 2:00	2	\$
‡ MUSIC TO SEE	Sun. 2:00- 2:30	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

‡ Joined in progress in some areas.

‡ Pre-empted in some areas.

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

\$ Sample too small for reliable reporting of enjoyment level.

But what seemed to most impress a large segment of the audience to '12½ Cents' was the play's treatment of a subject (child abuse) that was felt to have relevance and significance to "the ordinary person". In contrast, viewers of this week's 'Vicky' sequel seemed to be much less concerned about or involved with the medical and emotional problems of Vicky. Additionally, this week's play was characterized by some viewers as "difficult to follow", "disjointed" and "inconclusive". As a result, the audience enjoyment index for 'Vicky' was 63 - significantly below the 71 index of 'Twelve And A Half Cents' but still some 4-5 index points above average for CBC drama presentations. Though pre-empted in the four Atlantic Provinces, 'Vicky' drew an adult-teenage audience of 10 per cent - 2-3 percentage points bigger than audiences of the two-part opening 'Drama '73' play 'More Joy In Heaven' and about equal to the average audience to last season's 'Sunday at Nine' drama presentations.

- The subject of this week's program in the Sunday, 10:00-11:00 pm slot on CBC stations was the European Economic Community. Titled DEADLINE '80: THE EUROPEAN CHALLENGE, the CBC-Financial Post production discussed the EEC's current economic, social and political structure, its goal of a common economic and monetary policy by the year 1980, and the long-range chances of this group of West European countries achieving a common currency and political union. Host of the broadcast was Financial Post editor Clive Baxter. At 3 per cent, the 'Deadline '80' audience was a specially small one for a program running in this 10:00-11:00 pm slot on Sunday. By comparison, preceding Sunday, 10:00-11:00 pm specials this season have had audiences ranging from 9 to 22 per cent and the 1972-73 'Weekend' series, at the same hour on Sunday, maintained a weekly audience of 10 per cent. Also a significantly bigger drawing card this week was the opposing 'W5' program. With an audience half as big again as the usual audience to the CTV public affairs series, this week's edition, in the common CBC-CTV coverage area, outdrew 'Deadline '80' in an audience ratio of 3:1. The 'W5' program (on the Middle East situation, Canadian immigration policies and the Kitchener Oktoberfest) was also the better received of the two broadcasts - index of enjoyment 74 as against a 65 index for the CBC documentary.
- The Monday MAN ALIVE series this week was extended to one hour (from 10:00-11:00 pm) for a special documentary study of the present situation of the Christian Church in Cuba. Titled 'Cuba, Faith In Revolution', the broadcast discussed the effects of the Castro revolution on the Christian population of Cuba, the co-existence of the Church and State, and limitations imposed on practicing Christians. Results of special questioning revealed that many viewers of the program were surprised that the Church has had to adapt to Cuba's political ideology in order to

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: OCTOBER 12-18, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Fri. 7:30- 8:00	15	85
* MAUDE	Thu. 7:30- 8:00	13	81
* GILLIGAN'S ISLAND	M-F 5:30- 6:00	11	79
LOTSA LUCK	Mon. 7:30- 8:00	11	78
† WORLD AT WAR	Fri. 10:00-11:00	5	78
HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	3	81
JULIETTE AND FRIENDS	M-F 2:00- 2:30	3	72
△ HYMN SING	Sun. 2:30- 3:00	2	\$
* MR. CHIPS	Wed. 7:45- 8:00	2	\$
ELWOOD CLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	2	74
* VIEWPOINT	M,W,Th 11:22-11:29	2	\$
†* MUSIC MACHINE	Sat. 6:40- 7:00	2	\$
AUDUBON WILDLIFE THEATRE	M,W,F 1:30- 2:00	1	\$
△ REPLAY	Sat. 7:30- 8:00	1	\$
△* UPDATE	Sat. 3:00- 3:30	1	\$
NORMAN CORWIN PRESENTS	Tu&Th 1:30- 2:00	1	\$
△ DOLLARS AND SENSE	Sun. 1:00- 1:30	#	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 3:00- 4:00	5	87
<u>CTV PROGRAMS</u>			
+ KUNG FU	Thu. 8:00- 9:00	22	82
‡ HOCKEY-NHL	Wed. 8:00-10:38	21	83
SONNY AND CHER	Sun. 7:30- 8:30	20	78
* FRIDAY NIGHT MOVIE ('Double Indemnity')	Fri. 9:30-11:00	16	72
DAN AUGUST	Tue. 8:30- 9:30	16	74
IRONSIDE	Thu. 9:00-10:00	15	77
CTV SUNDAY NIGHT MOVIE ('McMillan And Wife - Terror Times Two') (Repeat)	Sun. 8:30-10:00	14	80
+ THE STREETS OF SAN FRANCISCO	Thu. 10:00-11:00	14	81
ACADEMY PERFORMANCE ('John And Mary') (Repeat)	Sat. 8:00-10:00	14	57
MEDICAL CENTRE	Mon. 10:00-11:00	14	81
+ MARCUS WELBY, MD	Tue. 10:00-11:00	13	80
POLICE SURGEON	Sat. 7:30- 8:00	13	75
*+ F.B.I.	Fri. 8:00- 9:00	13	78
+ GIRL WITH SOMETHING EXTRA	Mon. 7:00- 7:30	13	74
+ THE ROOKIES	Mon. 8:00- 9:00	12	82
ADAM'S RIB	Mon. 9:00- 9:30	12	77
PIG AND WHISTLE	Mon. 9:30-10:00	11	70
* CTV NATIONAL NEWS	S-S 11:00-11:20	10	79
+ TEMPERATURES RISING	Tue. 8:00- 8:30	9	61
†+ THE BRADY BUNCH	Sun. 7:00- 7:30	9	81
W5	Sun. 10:00-11:00	9	74
*+ STARLOST	Fri. 7:00- 8:00	9	57
+ SHAKE, ROCK AND ROLL	Sat. 7:00- 7:30	9	67
ANOTHER WORLD	M-F 3:00- 3:30	8	91
‡ FOOTBALL-CFL (Ottawa at Calgary)	Sun. 4:30- 7:04	8	72
+ DIANA	Mon. 7:30- 8:00	7	62
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	7	79
+ IAN TYSON	Thu. 7:00- 7:30	6	74
TARGET THE IMPOSSIBLE	Tue. 9:30-10:00	4	75
SOMERSET	M-F 2:30- 3:00	4	83
ANYTHING YOU CAN DO	M-F 4:00- 4:30	4	69
WHAT'S THE GOOD WORD	M-F 3:30- 4:00	4	82
+ WIDE WORLD OF SPORTS	Sat. 5:00- 6:00	3	76
+ SPORTS BEAT '73	Wed. 10:40-11:10	2	\$
†+ UNTAMED WORLD	Sun. 5:00- 5:30	2	\$
*+ QUESTION PERIOD	Sun. 4:00- 4:30	1	\$

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

† Joined in progress in some areas.

△ Pre-empted in some areas.

+ Not carried (on this day and at this time) on all CTV stations.

‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

\$ Sample too small for reliable reporting of enjoyment level.

survive. Generally rated as a clearly presented and worthwhile broadcast, the documentary rated an audience enjoyment index of 70 - about the same level of enjoyment attained by three of the four preceding 'Man Alive' programs this season and much above the 57 index of last week's comparison of Judaism to Christianity. The audience to Monday's 'Man Alive' program was 7 per cent - up 2 percentage points from audiences of the last two (half-hour) editions and equal to the average audience of the 1972-73 'Man Alive' series.

- Saturday marked the first occasion that SINGALONG JUBILEE followed the network's 'Hockey Night In Canada' broadcast. Due to the length of the two opening games, the program time of the 'down east' music series was reduced to half its usual thirty minutes in all areas except the Toronto region where it ran a few minutes longer. Broadcast at 10:46-11:00 pm EDT, this second 'Singalong' of the season drew a national audience of 8 per cent - the same size of audience that the series had the week before when it ran from 10:30-11:00 pm local time in all areas of the country. The index of enjoyment for this week's program featuring Catherine McKinnon was 74 - also unchanged from the series' opener and somewhat below the 79 enjoyment norm of the 1972-73 'Singalong' series.
- Maintaining the viewing and enjoyment levels of the three preceding editions this season, THE IRISH ROVERS (Friday, 7:30-8:00 pm on the metronet and on some affiliate stations) this week drew a 15 per cent audience and rated an enjoyment index 85. Guests on this occasion were 'The Mills Brothers'.
- This week's audience to TOMMY HUNTER (Friday, 9:00-10:00 pm but joined in progress at 9:18 pm in Ontario and Quebec) was 17 per cent - normal for the series so far this season and also much the same size of audience that the country music program drew in the early weeks of last season. In line with viewer reactions to 'Hunter' programs both this season and last, this week's edition with Zeke Sheppard as special guest rated a high audience enjoyment index of 81.
- THE WORLD AT WAR (Friday, 10:00-11:00 pm on the metronet and on some CBC affiliated stations) this week was joined in progress in the Atlantic provinces. Now in its fourth week, the Thames Television series dealt with events of the twelve-month period from May 1940 - May 1941. With a 5 per cent audience and an index of enjoyment of 78, the broadcast equalled the performance of each of the three earlier instalments.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS
WEEK: OCTOBER 12-18, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
MON 15th	7:00- 7:30	Local Programming	13	+ GIRL WITH SOMETHING EXTRA
	7:30- 8:00	Not Complete Network	8	+ DIANA
	8:00- 8:30	THE PARTRIDGE FAMILY	21	+ THE ROOKIES
	8:30- 9:00	CANNON	25	
	9:00- 9:30		13	ADAM'S RIB
	9:30-10:00	THIS IS THE LAW	18	FIG 'N' WHISTLE
	10:00-10:30	MAN ALIVE	7	MEDICAL CENTRE
	10:30-11:00			
WED 17th	8:00-10:00	△ 4 WORLD SERIES BASEBALL	29	△ NHL HOCKEY
	10:00-10:40			
S-S	11:00-11:20	*CBC NEWS	13	10 ‡ CTV NEWS

4 Broadcast at 8:00-11:18 pm EDT.

* Re-scheduled in some areas on four occasions.

+ Not carried (on this day and at this time) on all CTV stations.

‡ Re-scheduled in some areas.

△ Telecast live.

NOTE: 'Live' (i.e. non-delayed) programming on Tuesday, Thursday, Friday, Saturday and Sunday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Tuesday, Thursday, Friday, Saturday and Sunday data in this table.

A CBC RESEARCH REPORT

TV/73/38

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: OCTOBER 19-25, 1973

THIS WEEK

In addition to regular programming the network this week presented two 'World Series Baseball' games, 'The Great Leap: Trudeau In China', 'Copernicus 500', 'The Fiddles of Shelburne', a 'Quebec Pre-Election Special', the Dr. Seuss cartoon 'Lorax In The Hat' and a special late-night report concerning recent developments in the Watergate scandal. However, due to insufficient advance notice of scheduling, no audience information is available for the two last-mentioned broadcasts. Nor, due to late notice of the participating teams, is data available this week for the regular 'NFL Football' broadcast. This week also marked the debut of 'Up Canada' and 'Some Honourable Members'.

Regular CBC programs pre-empted throughout the country this week included 'Tommy Hunter', 'Dollars and Sense', 'Country Canada', 'Music To See', 'Hymn Sing', 'Lotsa Luck', 'CBC Newsmagazine' and one edition of 'Viewpoint'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

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TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Due to the unusual popularity of the CTV WEDNESDAY NIGHT MOVIE, most CBC Wednesday evening programs this week drew significantly below-average audiences. Broadcast at 8:00-10:43 pm on all CTV stations (except Regina and Saskatoon where it ran two hours earlier) the George Seaton film adaptation of Arthur Hailey's 'Airport' drew a national audience of 38 per cent and rated an enjoyment index of 91. Both these measures are the highest recorded for any network program - CBC or CTV - this week. Thus, in the common CBC-CTV coverage area, the 'CTV Wednesday Movie' this week vastly outdrew each of the four opposing CBC programs - 'This Land', 'To See Ourselves', 'The Fiddles of Shelburne' and 'Gallery'.
- In its 8:00-8:30 pm slot opposite the first half-hour of the CTV movie, Wednesday's THIS LAND drew a national audience of 5 per cent as against recent audiences of 7-9 per cent. Typical of the series in general, this week's 'The Maple Leaf Forever' - on the use and abuse of maple trees in Canada - was very well received with an audience enjoyment index of 82.
- Following this at 8:30-9:00 pm, TO SEE OURSELVES presented 'MacIvor's Salvation', a light-hearted story of romantic misadventures in a 1920's Maritime town. Starring were Rick McKenna, Blair Brown and Marion Waldman. The audience, slightly smaller than that of the last 'To See Ourselves' play two weeks before, was 3 per cent - too small to provide a reliable indication of how much 'MacIvor's Salvation' was enjoyed by those who watched it.
- The program in the Wednesday 9:00-10:00 pm slot on CBC stations this week was THE FIDDLES OF SHELBURNE, a special program highlighting the 23rd annual Old Time Fiddlers Contest held recently in Shelburne Ontario. Reaction to the program, particularly among older viewers, was highly enthusiastic - index of enjoyment 90 for those aged 50 and over, and for the audience as a whole, 84. The audience to the broadcast was a relatively small one for the period. At 6 per cent it was only one-third as big as the audience attracted in the same slot by the September 26 documentary 'The Tribe That Hides From Man' and just over half as big as last season's usual Wednesday 8:30-9:30 pm audiences to both 'Benny Hill' and 'Man At The Top'.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: OCTOBER 19-25, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:31	33	86
ALL IN THE FAMILY	Fri. 8:00- 8:30	32	85
+ WORLD SERIES BASEBALL	Sun. 4:00- 7:29	28	86
CANNON	Mon. 8:30- 9:30	26	79
MASH	Fri. 8:30- 9:00	23	83
+ WORLD SERIES BASEBALL	Sat. 3:45- 6:22	23	86
MARY TYLER MOORE	Tue. 8:00- 8:30	22	76
CAROL BURNETT	Thu. 8:00- 9:00	21	75
THE WALTONS	Sun. 7:30- 8:30	21	86
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	21	77
THIS IS THE LAW	Mon. 9:30-10:00	18	73
POLICE STORY	Tue. 8:30- 9:30	18	81
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	18	78
* THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	17	84
'THE GREAT LEAP - TRUDEAU IN CHINA'	Fri. 9:00-10:00	14	73
CBC NATIONAL NEWS	S-S 11:00-11:21	14	80
FOOTBALL - CFL (Winnipeg at Montreal)	Sat. 1:00- 3:44	11	73
NEEDLES AND PINS	Sun. 8:30- 9:00	11	62
EDGE OF NIGHT	M-F 3:30- 4:00	10	87
CBC DRAMA '73 ('A Bird In The House')	Sun. 9:00-10:00	9	58
+ SINGALONG JUBILEE	Sat. 10:33-11:00	9	68
THE BEACHCOMBERS	Sun. 7:00- 7:30	8	72
IN THE SOUTH SEAS (The New Hebrides)	Mon. 10:00-10:30	8	75
FAMILY COURT	M-F 4:00- 4:30	6	79
'THE FIDDLES OF SHELBURNE'	Wed. 9:00-10:00	6	84
UP CANADA	Tue. 10:00-10:30	6	50
MAN ALIVE (Repeat)	Mon. 10:30-11:00	5	77
THIS LAND	Wed. 8:00- 8:30	5	82
SOME HONORABLE MEMBERS	Tue. 10:30-11:00	4	69
'COPERNICUS 500'	Sun. 10:00-11:00	4	46
GALLERY (The Prairie Pioneer)	Wed. 10:00-10:30	3	80
QUEBEC PRE-ELECTION SPECIAL	Wed. 10:30-11:00	3	59
TO SEE OURSELVES ('MacIvor's Salvation')	Wed. 8:30- 9:00	3	\$
TAKE THIRTY	M-F 3:00- 3:30	2	78
NATION'S BUSINESS (New Democratic Party)	Sun. 11:15-11:21	2	\$
+ SPORTSWEEK	Sun. 3:49- 4:00	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

⚡ Pre-empted in some areas.

* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

- GALLERY, the last of the CBC programs to run entirely against 'Airport', this week drew a 10:00-10:30 pm audience of 3 per cent as against an October 10 opening audience of 5 per cent. With an index of audience enjoyment of 80, Wednesday's repeat of 'Alias Silas Huckleback' - reminiscences of the turn-of-the-century Canadian West by pioneer Silas Huckleback - surpassed by 10 points the enjoyment level of the preceding 'Gallery' repeat 'Run For Your Life'.
- In the Wednesday 10:30-11:00 pm slot which normally this season will be occupied by 'Tommy Banks', the network this week carried a QUEBEC PRE-ELECTION SPECIAL. The program, subtitled 'October 29th: Another Choice For Quebec', featured a discussion of election issues and a profile of each of the four Party leaders. Watched by a small national audience of 3 per cent, it rated an audience enjoyment index of 59.
- Moved, for this occasion only, to the Thursday, 10:30-11:00 pm slot, TOMMY BANKS this week was shown on the metronet and on some but not all CBC affiliated stations. At 2 per cent, the audience to the program (which featured Rod McKuen as guest) was too small to provide a reliable indication of viewer enjoyment of the broadcast.
- Tuesday of this week marked the network debuts of CBC's UP CANADA (10:00-10:30 pm) and SOME HONOURABLE MEMBERS (10:30-11:00 pm) public affairs series. 'Up Canada', featuring serious reports and commentary in combination with satirical take-offs on topical items, is hosted by CBC newsman Rob Parker and features as regulars, Rex Murphy, Valri Bromfield, Patrick MacFadden and John Allan Cameron. About half of those who watched the opening edition rated it a program they had enjoyed either "very much" or "quite a bit" but the counterweight of more negative opinion resulted in a low overall audience enjoyment index of 50. The size of this week's 'Up Canada' audience was 6 per cent - about equal to the usual 10:00-11:00 pm audience to last season's 'Tuesday Night' public affairs series.

At 10:30-11:00 pm on Tuesday, an audience two-thirds this size (4 per cent) watched the opening edition of 'Some Honourable Members' - the series in which Parliamentary backbenchers scrutinize topical Canadian political issues, events and personalities. Host-moderator is Patrick Watson. On this first occasion, contributors were Romeo Leblanc, Flora MacDonald, John Harney and Gilles Caouette. As a whole, the broadcast was moderately well received with an audience enjoyment index of 69.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: OCTOBER 19-25, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE	Thu. 7:30- 8:00	20	79
THE IRISH ROVERS	Fri. 7:30- 8:00	13	84
GILLIGAN'S ISLAND	M-F 5:30- 6:00	11	77
COUNTRYTIME	Thu. 9:30-10:00	6	80
WORLD AT WAR	Fri. 10:00-11:00	6	80
DELILAH	Thu. 9:00- 9:30	5	53
HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	4	80
MR. CHIPS	Wed. 7:45- 8:00	2	\$
& VIEWPOINT	M-F 11:22-11:29	2	74
* & MUSIC MACHINE	Sat. 6:30- 7:00	2	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	2	67
TAKE THIRTY	Thu. 10:00-10:30	2	\$
JULIETTE AND FRIENDS	M-F 2:00- 2:30	2	\$
* REPLAY	Sat. 7:30- 8:00	2	\$
TOMMY BANKS	Thu. 10:30-11:00	2	\$
AUDUBON WILDLIFE THEATRE	M,W,F 1:30- 2:00	1	\$
NORMAN CORWIN PRESENTS	Tu&Th 1:30- 2:00	1	\$
<u>CBC METRONET</u>			
* & THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	9	81
<u>CTV PROGRAMS</u>			
* WEDNESDAY NIGHT MOVIE ('Airport')	Wed. 8:00-10:43	38	91
+ KUNG FU	Thu. 8:00- 9:00	23	80
SONNY AND CHER	Sun. 7:30- 8:30	22	78
IRONSIDE	Thu. 9:00-10:00	21	80
+ THE STREETS OF SAN FRANCISCO	Thu. 10:00-11:00	19	84
MEDICAL CENTRE	Mon. 10:00-11:00	17	82
FRIDAY NIGHT MOVIE ('The Six Million Dollar Man - Wine, Women And War')	Fri. 8:30-10:00	17	73
+ MARCUS WELBY, MD	Tue. 10:00-11:00	16	82
+ F.B.I.	Fri. 10:00-11:00	15	77
ADAM'S RIB	Mon. 9:00- 9:30	14	80
KOJACK	Tue. 8:30- 9:30	14	75
ACADEMY PERFORMANCE ('The Great Northfield, Minnesota Raid')	Sat. 8:00-10:00	13	60
+ THE ROOKIES	Mon. 8:00- 9:00	13	82
+ GIRL WITH SOMETHING EXTRA	Mon. 7:00- 7:30	12	73
+ THE BRADY BUNCH	Sun. 7:00- 7:30	12	77
PIG AND WHISTLE	Mon. 9:30-10:00	12	74
SPECIAL LONDON BRIDGE SPECIAL	Fri. 7:00- 8:00	12	64
POLICE SURGEON	Sat. 7:30- 8:00	11	80
+ SANFORD AND SON	Fri. 8:00- 8:30	11	83
W 5	Sun. 10:00-11:00	9	73
ANOTHER WORLD	M-F 3:00- 3:30	9	89
△ FOOTBALL-CFL (Toronto at Ottawa)	Sun. 2:00- 4:37	9	80
+ CTV NATIONAL NEWS	S-S 11:00-11:20	9	78
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	8	77
+ IAN TYSON	Thu. 7:00- 7:30	7	72
+ SHAKE, ROCK AND ROLL	Sat. 7:00- 7:30	6	66
+ 'THE FURST FAMILY OF WASHINGTON'	Mon. 7:30- 8:00	6	61
TARGET THE IMPOSSIBLE	Tue. 9:30-10:00	5	74
SOMERSET	M-F 2:30- 3:00	5	85
ANYTHING YOU CAN DO	M-F 4:00- 4:30	5	71
+ WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	4	72
WHAT'S THE GOOD WORD	M-F 3:30- 4:00	4	82
+ UNTAMED WORLD	Sun. 5:00- 5:30	4	82
□ FOOTBALL-CFL (Calgary at Regina)	Sun. 2:00- 4:30	3	66
+ SPORTS BEAT '73	Wed. 10:45-11:15	3	\$
*** QUESTION PERIOD	Sun. 4:30- 5:00	1	\$

& Pre-empted on Tuesday

* Re-scheduled in some areas

& Pre-empted in some areas

+ Not carried (on this day and at this time) on all CTV stations

‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

△ Eastern network only

‡ Broadcast 11:15-11:35 pm on Wednesday

□ Western network only

* Joined in progress in some areas

\$ Sample too small for reliable reporting of enjoyment level

- IN THE SOUTH SEAS this week was pre-empted in Montreal but broadcast in its usual Monday, 10:00-10:30 pm slot on all other CBC stations. At 8 per cent, the audience to the program - an examination of land-ownership disputes in the New Hebrides - was down slightly from the week before when 'South Seas' was, for the most part, pre-empted on the Ottawa station and only two-thirds as big as the 11-12 per cent audiences of the series' first four editions. Typically, however, Monday's program was well received by those who watched it, index of audience enjoyment 75.
- Following 'In The South Seas' at 10:30-11:00 pm, an about-average MAN ALIVE audience of 5 per cent was attracted to a repeat showing of 'To The Wildwood'. The program followed program host Roy Bonisteel, his children and naturalist Wayne McLaren on a spiritual-nature journey through Algonquin Park. On this occasion it rated an audience enjoyment index of 77 - somewhat above average for the current 'Man Alive' series which, with one exception, has rated indices in the narrow 70-73 range and higher also than the 1972-73 'Man Alive' enjoyment norm of 74.
- At 9:00-10:00 pm on Sunday, a fairly typical CBC DRAMA '73 audience of 9 per cent was attracted to the Patricia Watson adaptation of Margaret Laurence's 'A Bird In The House'. Starring in the story of a family faced with the predicted but untimely death of one of its members were Paul Harding, Louise Vallance and Wendy Thatcher. Though many who watched the play had much praise for the acting, particularly that of Louise Vallance in her role as Vanessa, the play itself was subject to considerable criticism, many viewers feeling the story was morbid and depressing, the plot generally inconclusive, weak and rather pointless. The resultant index of enjoyment for the audience as a whole was 58 - slightly below the 'CBC Drama '73' enjoyment norm of 65 but about average for CBC drama presentations in general.
- Marking the 500th anniversary of the birth of Polish astronomer Nicholas Copernicus, the network this week (on Sunday at 10:00-11:00 pm) presented COPERNICUS 500. Produced by the CBC, the documentary special traced Copernicus's life and career with particular emphasis on his revolutionary ideas and role in the history of science. While a substantial minority of those who watched the program (close to one-quarter) very much enjoyed it, others were much less favourably impressed. As a result, the index of enjoyment for the audience as a whole was only 46 -

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: OCTOBER 19-25, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS		CTV PROGRAM
FRI 19th	7:00- 7:30	Local Programming		12	SPECIAL LONDON BRIDGE SPECIAL
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	ALL IN THE FAMILY	31	11	+ SANFORD AND SON
	8:30- 9:00	MASH	23		
	9:00- 9:30	'THE GREAT LEAP - TRUDEAU IN CHINA'	14	18	FRIDAY NIGHT MOVIE ('The Six Million Dollar Man - Wine, Women And War')
	9:30-10:00				
	10:00-10:30	Not Complete Network		16	+ F.B.I.
SUN 21st	7:00- 7:30	Not Complete Network		13	+ THE BRADY BUNCH
	7:30- 8:00	THE WALTONS	20	23	SONNY AND CHER
	8:00- 8:30				
	8:30- 9:00	NEEDLES AND PINS	10		
	9:00- 9:30	CBC DRAMA '73 ('Bird In The House')	8	8	CTV SUNDAY NIGHT MOVIE ('Hawkins - Die Darling Die')
	9:30-10:00				
MON 22nd	10:00-10:30	'COPERNICUS 500'	4	10	W 5
	10:30-11:00				
	7:00- 7:30	Local Programming		13	+ GIRL WITH SOMETHING EXTRA
	7:30- 8:00	Not Complete Network		6	'THE FIRST FAMILY OF WASHINGTON'
	8:00- 8:30	THE PARTRIDGE FAMILY	20	14	+ THE ROOKIES
	8:30- 9:00	CANNON	25	15	ADAM'S RIB
	9:00- 9:30			12	PIG 'N' WHISTLE
TUE 23rd	9:30-10:00	THIS IS THE LAW	18		
	10:00-10:30	IN THE SOUTH SEAS ('The New Hebrides')	8	18	MEDICAL CENTRE
	10:30-11:00	MAN ALIVE (Repeat)	5		
	7:00- 7:30	Local Programming			Not Complete Network
	7:30- 8:00			8	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	20	8	'DADDY'S GIRL'
	8:30- 9:00	POLICE STORY	17	14	KOJACK
WED 24th	9:00- 9:30	FRONT PAGE CHALLENGE	17	5	TARGET THE IMPOSSIBLE
	9:30-10:00	UP CANADA	6		
	10:00-10:30	SOME HONOURABLE MEMBERS	4	16	+ MARCUS WELBY, M.D.
	10:30-11:00				
	7:00- 7:30	Local Programming			Not Complete Network
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	THIS LAND	4		
THU 25th	8:30- 9:00	TO SEE OURSELVES ('MacIvor's Salvation')	2		
	9:00- 9:30	'THE FIDDLERS OF SHELburne'	6	40	WEDNESDAY NIGHT MOVIE ('Airport')
	9:30-10:00				
	10:00-10:30	GALLERY (The Prairie Pioneer)	3		
	10:30-10:45	QUEBEC PRE-ELECTION SPECIAL	3	3	+ SPORTS BEAT '73
	10:45-11:00				
	7:00- 7:30	Local Programming		8	+ IAN TYSON
FRI 26th	7:30- 8:00	Not Complete Network			Not Complete Network
	8:00- 8:30	CAROL BURNETT	20	24	+ KING FU
	8:30- 9:00				
	9:00- 9:30			22	IRONSIDE
	9:30-10:00	Not Complete Network			
	10:00-10:30			20	+ THE STREETS OF SAN FRANCISCO
	10:30-11:00				
S-S	11:00-11:20	CBC NEWS	13	9	CTV NEWS

△ Broadcast 10:45-11:15 pm

‡ Pre-empted in some areas

‡ Broadcast at 11:15-11:35 pm on Wednesday

+ Not carried (on this day and at this time) on all CTV stations

‡ Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday evening this week plus the resultant re-scheduling of other programs on this evening, prevents the inclusion of Saturday data in this table.

one of the lowest for a network program this week and much below the 76-77 average index for network programs in general. At 4 per cent, the 'Copernicus 500' audience, though very small for the time period, was about equal to the Sunday, 10:00-11:00 pm audience to last week's 'Deadline '80' documentary on the European Economic Community.

- Broadcast on Saturday (3:45-6:22 pm EDT) and Sunday (4:00-7:29 pm EDT) of this week, games six and seven of the 1973 WORLD SERIES BASEBALL playoffs between the New York 'Mets' and the Oakland 'A's' drew audiences of 23 and 28 per cent respectively. These compare closely in size to audiences attracted (also on weekend afternoons) to the two final games of both the 1971 and 1972 'World Series'. Predictably very much enjoyed by the great majority of those who watched them, each of this week's games rated an enjoyment index of 86.
- With Saturday's Montreal-Atlanta 'NHL Hockey' contest running almost to 11:00 pm, the post-hockey SINGALONG JUBILEE series this week was pre-empted in the Montreal region. Broadcast at 10:33-11:00 pm EDT elsewhere across the country, this third 'Singalong' of the season drew a national audience of 9 per cent - one percentage point bigger than the audiences of both preceding editions but still smaller than the 11-12 per cent audiences that 'Countrytime' was attracting in this post-hockey slot at about this time last year. Nor was Saturday's 'Singalong', featuring the folk-style singing of 'Ryan's Fancy', particularly well received by its audience as a whole. At 68, the enjoyment index for the broadcast was 6 points lower than the indices of the first two editions and lower than any recorded for the 1972-73 'Singalong' series, the average index of which was 79.
- COUNTRYTIME continues each week to be very much enjoyed by the great majority of those who watch it, index of enjoyment for this week's program (featuring Joyce Seamone and The Mercey Brothers) a high 80. However, in its new Thursday 9:30-10:00 pm slot on the metronet and on some CBC affiliate stations, the country music series has been drawing audiences only half as big as those that it had (with full network exposure) on Saturday last year. This week, on its third occasion in the Thursday slot, the program drew a typical national audience of 6 per cent.

- At the 6 per cent mark, viewing of THE WORLD AT WAR (Friday, 10:00-11:00 pm on the metronet and on some CBC affiliate stations) this week was up slightly from the past four weeks. And, with an enjoyment index of 80, this fifth instalment, covering events from July to December of 1941, surpassed by 2-4 index points the enjoyment level attained by preceding 'World At War' programs.
- The new Thursday evening TAKE 30/60 series which made its debut on the metronet and on some CBC affiliated stations two weeks before, this week ran for thirty minutes from 10:00-10:30 pm. Subjects of the two-part program were a Quebec Election film made for the French Network's public affairs program "Le 60", and the currently violent situation on the Caugnawaga Indian Reserve. With viewing at the 2 per cent level - just slightly lower than for the opening sixty-minute edition - no index of enjoyment is yet available for the series.
- In the usual 'Tommy Hunter' slot at 9:00-10:00 pm on Friday, the network this week presented a special report on the recent visit to China of Prime Minister and Mrs. Trudeau. The program, titled THE GREAT LEAP: TRUDEAU IN CHINA, included highlights of the tour, an interview with the Prime Minister, a film history of post-revolutionary China and comment on the current political and economic situation in China. With viewing at the 14 per cent level (2 percentage points below the usual viewing level of this year's 'Hunter' series) the broadcast rated a moderately favourable enjoyment index of 73.
- Audiences to the DELILAH comedy series (Thursday, 9:00-9:30 pm on the metronet and on some affiliate stations) continue to be small and unenthusiastic. With a typical audience of 5 per cent, this week's third episode rated an audience enjoyment index of 53.

CBC Research

Ottawa

A CBC RESEARCH REPORT

TV/73/40

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: OCTOBER 26 - NOVEMBER 1, 1973

THIS WEEK

Special network programming this week included the 'Canadian Open Tennis' and 'North American Canoe Championships', the documentary 'A Man Called Intrepid' on WW II secret agent Sir William Stephenson, 'Quebec Election 1973', 'Monique Leyrac: Une Femme Comme Les Autres', the cartoon 'Dr. Seuss On The Loose' and live coverage of President Nixon's press conference. However, due to insufficient notice of scheduling, audience information is not available for the two last-mentioned broadcasts. Nor, because of late changes in scheduling, is there any information this week for 'NFL Football' or 'Nation's Business'.

Regular CBC programs pre-empted throughout the country this week included 'Singalong Jubilee', 'Needles and Pins', 'In The South Seas' and one edition of 'Viewpoint'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- This week's CBC DRAMA '73 play was 'Our Ms Hammond'. Written by Joseph Schull, it told of a woman's futile attempt at breaking over-bearing family ties by becoming involved with a man whom she falsely believed was about to divorce his wife. Though there was some feeling among viewers that the story was too melodramatic, predictable or 'old hat', many others were appreciative of what they felt were the "true-to-life" aspects of the drama. Additionally, viewers in general were much impressed with how natural the actors appeared in their various roles - particularly Mia Anderson as Marion Hammond. The resultant index of enjoyment for the audience as a whole was 62 - within the 58-69 index range of preceding 'Drama '73' presentations and slightly above the 58-59 enjoyment norm of CBC dramas generally. The audience, at 9 per cent, was unchanged from that of last week's 'A Bird In The House' and also about average for the 'Drama '73' series to date.
- At 10:00-11:00 pm on Sunday the network presented a documentary titled A MAN CALLED INTREPID. The subject of the broadcast was Sir William Stephenson, the inventor-industrialist and World War I air ace who became Churchill's top secret agent. Running directly against a CTV 'Human Journey' special (which displaced the regular 'W5' and for which no audience data is available), the documentary drew a national audience of 5 per cent - just slightly bigger than audiences which in the last two weeks have been attracted to the Sunday, 10:00-11:00 pm slot by network documentaries on the European Economic Community and Polish astronomer Nicholas Copernicus. The 'Sir William Stephenson' program rated a moderately favourable enjoyment index of 70. The audience record so far this season for programs broadcast in this Sunday, 10:00-11:00 pm slot:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 9	'V.D. Blues'	22	67
Sept. 23	'A World Apart'	12	68
Sept. 30	'Megavitamin Therapy'	14	80
Oct. 7	'That Wonderful Day When I Reach 65'	9	69
Oct. 14	'Deadline '80'	3	65
Oct. 21	'Copernicus 500'	4	46
Oct. 28	'A Man Called Intrepid'	5	70

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: OCTOBER 26-NOVEMBER 1, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:52	35	84
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	32	88
‡ ALL IN THE FAMILY	Fri. 8:00- 8:30	28	83
THE WALTONS	Sun. 7:30-8:30	27	85
‡* CANNON	Mon. 8:30- 9:30	25	81
CAROL BURNETT	Thu. 8:00- 9:00	24	72
‡* THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	22	76
MARY TYLER MOORE	Tue. 8:00- 8:30	22	83
‡ MASH	Fri. 8:30- 9:00	21	81
POLICE STORY	Tue. 8:30- 9:30	17	76
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	17	81
TOMMY HUNTER	Fri. 9:00-10:00	16	79
THE BEACHCOMBERS	Sun. 7:00- 7:30	16	66
‡* THIS IS THE LAW	Mon. 9:30-10:00	15	74
* CBC NATIONAL NEWS	S-S 11:00-11:21	13	81
△+ FOOTBALL-CFL (Edmonton at Calgary)	Sat. 10:00-12:35 am	12	79
+ QUEBEC ELECTION SPECIAL	Mon. 10:00-11:00	10	61
EDGE OF NIGHT	M-F 3:30- 4:00	10	87
CBC DRAMA '73 ('Our Ms. Hammond')	Sun. 9:00-10:00	9	62
THIS LAND	Wed. 8:00- 8:30	7	78
‡ FAMILY COURT	M-F 4:00- 4:30	6	79
'MONIQUE LEYRAC - Une Femme Comme Les Autres'	Wed. 9:00-10:00	6	45
UP CANADA!	Tue. 10:00-10:30	6	64
'A MAN CALLED INTREPID' (Sir William Stephenson	Sun. 10:00-11:00	5	70
GALLERY ('The Bedrooms Of The Nations') (Repeat)	Wed. 10:00-10:30	5	63
SOME HONORABLE MEMBERS	Tue. 10:30-11:00	5	66
TO SEE OURSELVES ('Inheritance')	Wed. 8:30- 9:00	5	61
TOMMY BANKS	Wed. 10:30-11:00	4	69
* CANADIAN OPEN TENNIS	Sat. 2:00- 4:00	3	64
TAKE THIRTY	M-F 3:00- 3:30	3	77
‡* COUNTRY CANADA	Sun. 1:30- 2:00	2	\$
* MUSIC TO SEE	Sun. 5:00- 5:30	2	\$
‡+ SPORTSWEEK	Sun. 4:49- 5:00	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

‡ Pre-empted in some areas (in the case of multi-day programs, on one or more occasions).

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

△ Joined in progress at 10:54 pm EDT on the full network.

\$ Sample too small for reliable reporting of enjoyment level.

- At 10:00-11:00 pm EST on Monday, network stations across the country joined CBMT Montreal in reporting the results of the Quebec provincial elections. The broadcast, titled QUEBEC ELECTION 1973 was hosted by Lloyd Robertson and featured comment and analysis by various M.P.'s and reporters. With viewing at the 10 per cent level, it rated an audience enjoyment index of 61.
- With viewing unchanged from the week before, the CBC's UP CANADA public affairs series (at 10:00-10:30 pm on Tuesday) drew a 6 per cent audience to its second program. Included in the broadcast were a satirical look at news events of the past week, a segment dealing with the federal-provincial conflict over Alberta's energy policy and disposition of oil reserves, and a not-too-serious look at the Quebec election results. As a whole the broadcast rated an enjoyment index of 64 - significantly higher than the 50 index of the opening 'Up Canada' program but still indicating a far from enthusiastic audience response.
- Also in its second week, SOME HONOURABLE MEMBERS which follows 'Up Canada' at 10:30-11:00 pm, this week drew a national audience of 5 per cent - just one percentage point bigger than the audience to the series' opener. Chaired by program host Patrick Watson, Tuesday's broadcast had M.P.'s Joe Clark, John Harney and Pierre DeBane discuss the current energy crisis, the concerns of their respective constituencies and the Quebec election results. At 66, the overall audience enjoyment index for the program was not significantly different from the 69 index of the preceding edition. Results of special questioning of those who watched this second 'Honourable Members' program revealed little more than that many viewers were much impressed with Watson's ability as an interviewer but that some, at least, found the discussions to be lacking in depth.
- Making its fifth appearance of the season, THIS LAND (Wednesday, 8:00-8:30 pm) this week visited the Temagami region of Northern Ontario. Hosted by Laurie Jennings, the program focussed on two interviews by photographer-journalist Cathy Wismer - one with former trapper-guide Abe Booth, the other with canoe-maker-guide Bill Smith. Typical of the series in general, the broadcast was well received with an enjoyment index of 78. The audience, at 7 per cent, was equal to the average audience of preceding editions this season but somewhat smaller than the usual 1972-73 season 'This Land' audience of 10 per cent.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: OCTOBER 26-NOVEMBER 1, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE	Thu. 7:30- 8:00	21	78
† GILLIGAN'S ISLAND	M-F 5:30- 6:00	12	77
† THE IRISH ROVERS	Fri. 7:30- 8:00	10	84
†* LOTS A LUCK	Mon. 7:30- 8:00	10	70
COUNTRYTIME	Thu. 9:30-10:00	8	79
* HYMN SING	Sun. 5:30- 6:00	6	85
DELILAH	Thu. 9:00- 9:30	5	57
WORLD AT WAR	Fri. 10:00-11:00	5	80
HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	4	72
TAKE SIXTY	Thu. 10:00-11:00	3	72
†* VIEWPOINT	M-Th 11:22-11:29	3	72
MR. CHIPS	Wed. 7:45- 8:00	3	\$
†* NORTH AMERICAN CANOE CHAMPIONSHIPS	Sat. 4:00- 5:00	2	\$
JULIETTE AND FRIENDS	M-F 2:00- 2:30	2	73
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	2	72
†* MUSIC MACHINE	Sat. 6:30- 7:00	2	\$
† UPDATE	Sat. 6:00- 6:30	2	\$
△* REPLAY	Sat. 7:30- 8:00	1	\$
AUDUBON WILDLIFE THEATRE	M,W,F 1:30- 2:00	1	\$
NORMAN CORWIN PRESENTS	Tu&Th 1:30- 2:00	1	\$
†* DOLLARS AND SENSE	Sun. 1:00- 1:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	19	86
<u>CTV PROGRAMS</u>			
‡ HOCKEY-NHL	Wed. 8:00-10:43	23	82
+ KUNG FU	Thu. 8:00- 9:00	23	83
* FRIDAY NIGHT MOVIE ('Shaft - Murder One')	Fri. 8:30-10:00	17	77
+ MARCUS WELBY, MD	Tue. 10:00-11:00	17	81
CTV SUNDAY NIGHT MOVIE ('MacMillan And Wife - Death Of A Monster, Birth Of A Legend')	Sun. 8:30-10:00	16	81
+ THE STREETS OF SAN FRANCISCO	Thu. 10:00-11:00	15	83
+ ADAM'S RIB	Mon. 9:00- 9:30	13	79
+ THE ROOKIES	Mon. 8:00- 9:00	13	80
□ ‡ FOOTBALL-CFL (Hamilton at Regina)	Sun. 3:30-6:15	13	82
+ THE BRADY BUNCH	Sun. 7:00- 7:30	13	75
+* SANFORD AND SON	Fri. 8:00- 8:30	13	81
+ MEDICAL CENTRE	Mon. 10:00-11:00	12	81
KOJACK	Tue. 8:30- 9:30	12	74
+ GIRL WITH SOMETHING EXTRA	Mon. 7:00- 7:30	12	76
+ PIG AND WHISTLE	Mon. 9:30-10:00	11	73
POLICE SURGEON	Sat. 7:30- 8:00	11	80
ANOTHER WORLD	M-F 3:00- 3:30	9	90
‡* CTV NATIONAL NEWS	S-S 11:00-11:20	9	80
+* STARLOST	Fri. 7:00- 8:00	8	55
+ ACADEMY PERFORMANCE (Various Movies)	Sat. 8:00-10:30	8	72
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	8	78
+ TEMPERATURES RISING	Tue. 8:00- 8:30	7	72
+ SHAKE, ROCK AND ROLL	Sat. 7:00- 7:30	7	65
+ IAN TYSON	Thu. 7:00- 7:30	7	72
+ DIANA	Mon. 7:30- 8:00	6	61
TARGET THE IMPOSSIBLE	Tue. 9:30-10:00	5	66
ANYTHING YOU CAN DO	M-F 4:00- 4:30	5	69
SOMERSET	M-F 2:30- 3:00	4	80
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	4	83
+ UNTAMED WORLD	Sun. 5:00- 5:30	4	82
SPORTS BEAT '73	Wed. 10:30-11:00	3	\$
△+* QUESTION PERIOD	Sun. 4:30- 5:00	1	\$

† Pre-empted in some areas (in the case of multi-day programs, on one or more occasions).

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

△ Joined in progress in some areas.

‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

+ Not carried (on this day and at this time) on all CTV stations.

□ Program interrupted at 4:30-5:03 pm EST for "live" horse race from Toronto.

‡ Broadcast 11:15-11:35 pm on Wednesday.

\$ Sample too small for reliable reporting of enjoyment level.

- This week's program in the TO SEE OURSELVES drama series (Wednesday, 8:30-9:00 pm) was 'Inheritance', a story by Peter Carter of the futile attempts of an elderly vagrant . to find an easier life in the city. Stars were Chris Wiggins and Tedde Moore. About equalling the average enjoyment index of the 1972-73 'To See Ourselves' series, the broadcast rated an index of 61. The size of the 'Inheritance' audience was 5 per cent - marginally bigger than the 3-4 per cent audiences of the two preceding 'To See Ourselves' dramas which had full network exposure.
- On Wednesday, at 9:00-10:00 pm the network presented a musical portrait of the life and career of songstress Monique Leyrac. The French Network production, titled MONIQUE LEYRAC: UNE FEMME COMME LES AUTRES, featured some of her recent hit songs and included interviews with her family and friends. Though some one-quarter of those who watched the program on the English network indicated that they had 'very much' enjoyed it, an equally big segment of this audience rated it a program they had not enjoyed 'at all'. With remaining viewer opinion falling between these two extremes, the index of enjoyment for the audience as a whole was 45 - one of the lowest for a network broadcast this season. The audience to the 'Monique Leyrac' special was 6 per cent - a relatively small one for a program running at about this hour on Wednesday evening.
- This week's program in the repeat GALLERY series (Wednesday, 10:00-10:30 pm) was 'The Bedrooms of the Nations', a tongue-in-cheek look at the history of the bed. The broadcast, which on its first showing (on May 19, 1973) involved too few panel members to provide a reliable indication of how much it was enjoyed by those who watched it, this week rated an enjoyment index of 63 - significantly lower than the respective 70 and 80 indices of the preceding 'Run For Your Life' and 'Alias Silas Huckleback' 'Gallery' repeats. At 5 per cent, the audience to 'Bedrooms of The Nations' was equal to that of the opening broadcast and 2 percentage points bigger than the 'Gallery' audience of the week before.
- Despite a change in CTV opposition - a Barbra Streisand special displaced the usual 'Ironside' - DELILAH (Thursday, 9:00-9:30 pm on the metronet and on some CBC affiliate stations) this week drew its usual national audience of 5 per cent. The series continues to be poorly received by those who watch it, this week's index of audience enjoyment being 57.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: OCTOBER 26 - NOVEMBER 1, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS		CTV PROGRAM
SUN 28th	7:00- 7:30	THE BEACHCOMBERS	15	14	+ THE BRADY BUNCH
	7:30- 8:00	THE WALTONS	26	#	SKATE CANADA
	8:00- 8:30				
	8:30- 9:00	'DR. SEUSS ON THE LOOSE'	#	17	CTV SUNDAY NIGHT MOVIE ('MacMillan And Wife - Death Of A Monster, Birth Of A Legend')
	9:00- 9:30	CBC DRAMA '73 ('Our Ms. Hammond')	8		
	9:30-10:00				
	10:00-10:30	'A MAN CALLED INTREPID' (Sir William Stephenson)	5		
	10:30-11:00				
TUE 30th	7:00- 7:30	Local Programming		Not Complete Network	
	7:30- 8:00			8	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	21	7	+ TEMPERATURES RISING
	8:30- 9:00	POLICE STORY	16	13	KOJACK
	9:00- 9:30				
	9:30-10:00	FRONT PAGE CHALLENGE	16	5	TARGET THE IMPOSSIBLE
	10:00-10:30	UP CANADA!	6	17	+ MARCUS WELBY, M.D.
	10:30-11:00	SOME HONOURABLE MEMBERS	5		
THU 1st	7:00- 7:30	Local Programming		7	+ IAN TYSON
	7:30- 8:00	Not Complete Network			Not Complete Network
	8:00- 8:30	CAROL BURNETT	23	24	+ KUNG FU
	8:30- 9:00				
	9:00- 9:30	Not Complete Network		#	'BARBARA STREISAND AND OTHER MUSICAL INSTRUMENTS'
	9:30-10:00				
	10:00-10:30			16	+ THE STREETS OF SAN FRANCISCO
	10:30-11:00				
S-S	11:00-11:20	* CBC NEWS	13	10	‡ CTV NEWS

* Re-scheduled in some areas on two occasions.

‡ Broadcast at 11:15-11:35 pm on Wednesday and re-scheduled in some areas on Saturday.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: "Live" (i.e. non-delayed) programming on Friday, Saturday, Monday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Friday, Saturday, Monday and Wednesday data in this table.

- Topics discussed on this week's TAKE 60 (Thursday, 10:00-11:00 pm on the metronet and on some CBC affiliated stations) were cigarette advertising and the health hazards of smoking, a proposed National Park for Nova Scotia and the International Science Fiction Convention held recently in Toronto. With viewing (unchanged from the preceding sixty-minute edition of this 'Take 30/60' series) at the 3 per cent mark, the broadcast rated a moderately favourable audience enjoyment index of 72.
- The subject of this week's program in the WORLD AT WAR series (Friday, 10:00-11:00 pm on the metronet and on some affiliate stations) was Japan - her pre-war social conditions, tripartite pact with Germany and Italy, and her ultimate bombing of Pearl Harbour. With virtually no change in either viewing or audience enjoyment from preceding instalments, the broadcast drew a 5 per cent audience and rated an enjoyment index of 80.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/73/41

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: NOVEMBER 2-8, 1973

THIS WEEK

In addition to regular programming the network this week presented a documentary on Italy titled 'Two Roads To Ravenna'. The week also marked the debut of 'Days Before Yesterday'.

No regular CBC programs were pre-empted throughout the country this week.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- This week's CBC DRAMA '73 presentation (Sunday at 9:00-10:00 pm) was 'Welcome Stranger', a play by Kaino Thomas in which a Swiss surgeon, resident in Canada but not yet licensed to practice, is brought to court for having operated on a seriously injured accident victim who later died. With close to three-quarters of those who watched the program rating it one they had enjoyed 'very much', the index of enjoyment for the audience as a whole was 87 - one of the highest levels of enjoyment on record for a CBC drama presentation. At 10 per cent, the 'Welcome Stranger' audience was about average for the 'CBC Drama '73' series over the past four weeks and about equal also to the average audience maintained in this same slot last season by the 'Sunday at Nine' drama series.
- Sunday of this week (at 10:00-11:00 pm) marked the debut of the network's new 7-part THE DAYS BEFORE YESTERDAY series on Canadian history. Subtitled 'The Jewel In The Crown', the initial program covered the Sir Wilfrid Laurier and Sir Robert Borden days of 1897-1917. Generally rated by those who watched it as a fairly worthwhile and informative broadcast, it had an enjoyment index of 74 for the audience as a whole. Perhaps not surprisingly, the index for viewers aged 50 and over was somewhat higher than this - 80. At the national level the audience to this opening 'Days Before Yesterday' was 7 per cent - somewhat smaller than the average (10 per cent) audience maintained by last season's 'Weekend' series in the same Sunday evening slot. For a complete audience record of preceding Sunday at 10:00 pm programs this season, see last week's report, TV/73/40). In the common CBC-CTV coverage area, Sunday's 'Days Before Yesterday' had a marginal audience advantage over the CTV Inquiry 'Hear No Evil, See No Evil, Speak No Evil' which this week displaced the regular 'W5'.
- At 9:30-11:03 pm eastern time on Monday, the CTV network provided live coverage of the 27th annual MISS CANADA PAGEANT. With the well received (index 76) CTV special drawing a national audience of 37 per cent - the biggest of the week for either a CBC or CTV program - audiences to directly opposing CBC programs were significantly reduced on this occasion.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: NOVEMBER 2-8, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	34	88
ALL IN THE FAMILY	Fri. 8:00- 8:30	32	84
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:31	32	79
THE WALTONS	Sun. 7:30- 8:30	27	85
CANNON	Mon. 8:30- 9:30	27	82
MASH	Fri. 8:30- 9:00	24	85
MARY TYLER MOORE	Tue. 8:00- 8:30	22	78
CAROL BURNETT	Thu. 8:00- 9:00	22	73
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	22	76
THE BEACHCOMBERS	Sun. 7:00- 7:30	20	73
POLICE STORY	Tue. 8:30- 9:30	18	80
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	18	81
TOMMY HUNTER	Fri. 9:00-10:00	16	79
THIS IS THE LAW	Mon. 9:30-10:00	15	73
* CBC NATIONAL NEWS	S-S 11:00-11:21	14	82
EDGE OF NIGHT	M-F 3:30- 4:00	11	86
CBC DRAMA '73 ('Welcome Stranger')	Sun. 9:00-10:00	10	87
NEEDLES AND PINS	Sun. 8:30- 9:00	10	62
+ SINGALONG JUBILEE	Sat. 10:30-11:00	9	71
+ FOOTBALL-CFL (Winnipeg at Toronto)	Sat. 2:00- 4:30	8	70
THIS LAND	Wed. 8:00- 8:30	8	84
DAYS BEFORE YESTERDAY (1896-1917)	Sun. 10:00-11:00	7	74
UP CANADA	Tue. 10:00-10:30	7	58
FAMILY COURT	M-F 4:00- 4:30	7	78
'TWO ROADS TO RAVENNA'	Wed. 9:00-10:00	6	74
IN THE SOUTH SEAS (Tonga Islands)	Mon. 10:00-10:30	6	73
TO SEE OURSELVES ('Half A Lifetime')	Wed. 8:30- 9:00	6	61
TOMMY BANKS	Wed. 10:30-11:00	5	64
SOME HONORABLE MEMBERS	Tue. 10:30-11:00	4	67
MAN ALIVE	Mon. 10:30-11:00	4	78
GALLERY (Woodstock, N.B.)	Wed. 10:00-10:30	4	59
TAKE THIRTY	M-F 3:00- 3:30	3	79
* COUNTRY CANADA	Sun. 1:30- 2:00	3	\$
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	2	\$
* MUSIC TO SEE	Sun. 5:00- 5:30	2	\$
± SPORTSWEEK	Sat. 4:30- 5:00	1	\$
SPORTSWEEK	Sun. 4:53- 5:00	1	\$

- + Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).
- * Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions.)
- ± Joined in progress at 10:30 pm EST on the national network; at 10:44 pm in the Toronto region.
- ± Not telecast in the Atlantic regions.
- \$ Sample too small for reliable reporting of enjoyment level.

- THIS IS THE LAW, at 9:30-10:00 pm, ran against the 'Pageant' in Manitoba, Saskatchewan, Ontario and Quebec. At 15 per cent, this week's audience to the CBC quiz show was smaller by some 3-5 percentage points than audiences to most preceding editions this season. Monday's 'This Is The Law' rated an enjoyment index of 73 - about average for the series this season and just slightly below the series' 1972-73 enjoyment norm of 75.
- Following in its regular Monday, 10:00-10:30 pm slot, IN THE SOUTH SEAS competed with the CTV special in Ontario and Quebec. On this occasion it drew a national audience of 6 per cent - only about half as big as the audience to each of the first four programs in the series and significantly smaller also than the 8-9 per cent audiences to the last two 'In The South Seas' programs each of which was subject to pre-emption in some areas of the country. Nor was Monday's visit to 'The Kingdom Of Tonga' as well received by those who watched it as most of the series' earlier editions. At 73 its index of audience enjoyment equalled only that of the October 8 program on the Solomon Islands and fell short of the 75-80 index range of other 'In The South Seas' broadcasts.
- Then, at 10:30-11:00 pm, MAN ALIVE ran against 'Miss Canada' in the east and drew a slightly-below-average audience of 4 per cent. Titled 'Death Can Be A Friend', the program discussed the moral pros and cons of using modern drugs and equipment to prolong the life of a terminally ill patient. Many of those who watched the program were interested to hear the various medical and theological opinions expressed on the program, and, on standard rating scales, the majority of viewers rated it a clearly presented and highly worthwhile broadcast. As a result, the index of enjoyment for the audience as a whole was 78 - one of the highest for the current 'Man Alive' series whose indices, to date, have ranged from about this same high-70 level to a low of 57.
- Making its fourth appearance on the metronet and on some CBC affiliated stations, the Thursday TAKE 30/60 series this week ran for thirty minutes, from 10:00-10:30 pm. As with the preceding half-hour edition, this one drew an audience of 2 per cent that was too small to provide a reliable indication of viewer enjoyment of the broadcast - in this case, a pictorial comparison of wartime and present day Normandy.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: NOVEMBER 2-8, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE	Thu. 7:30- 8:00	20	77
THE IRISH ROVERS	Fri. 7:30- 8:00	17	86
GILLIGAN'S ISLAND	M-F 5:30- 6:00	12	77
LOTSA LUCK	Mon. 7:30- 8:00	10	74
* HYMN SING	Sun. 5:30- 6:00	7	82
COUNTRYTIME	Thu. 9:30-10:00	6	77
WORLD AT WAR	Fri. 10:00-11:00	5	78
DELILAH	Thu. 9:00- 9:30	4	56
CBC NEWSMAGAZINE	Thu. 10:30-11:00	4	80
HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	4	77
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	80
MR. CHIPS	Wed. 7:45- 8:00	3	\$
JULIETTE AND FRIENDS	M-F 2:00- 2:30	2	74
VIEWPOINT	M-F 11:22-11:29	2	73
TAKE THIRTY	Thu. 10:00-10:30	2	\$
* & MUSIC MACHINE	Sat. 6:30- 7:00	2	\$
& UPDATE	Sat. 6:00- 6:30	2	\$
AUDUBON WILDLIFE THEATRE	M,W,F 1:30- 2:00	1	\$
* & REPLAY	Sat. 7:30- 8:00	1	\$
* DOLLARS AND SENSE	Sun. 1:00- 1:30	1	\$
NORMAN CORWIN PRESENTS	Tu&Th 1:30- 2:00	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	19	87
<u>CTV PROGRAMS</u>			
& 'MISS CANADA PAGEANT'	Mon. 9:30-11:03	37	76
& HOCKEY-NHL	Wed. 8:00-10:38	32	81
+ KUNG FU	Thu. 8:00- 9:00	23	84
SONNY AND CHER	Sun. 7:30- 8:30	22	77
FRIDAY NIGHT MOVIE ('Linda')	Fri. 8:30-10:00	19	76
IRONSIDE	Thu. 9:00-10:00	18	80
+ THE STREETS OF SAN FRANCISCO	Thu. 10:00-11:00	18	80
+ MARCUS WELBY, M.D.	Tue. 10:00-11:00	15	79
CTV SUNDAY NIGHT MOVIE ('Hawkins - Death And The Maiden')	Sun. 8:30-10:00	15	80
* ACADEMY PERFORMANCE ('X, Y And Zee')	Sat. 8:00-10:00	15	67
++ THE ROOKIES	Mon. 8:00- 9:00	15	83
+ THE BRADY BUNCH	Sun. 7:00- 7:30	14	77
+ F.B.I.	Fri. 10:00-11:00	14	76
POLICE SURGEON	Sat. 7:30- 8:00	12	76
+ SANFORD AND SON	Fri. 8:00- 8:30	12	85
* ADAM'S RIB	Mon. 9:00- 9:30	12	78
KOJACK	Tue. 8:30- 9:30	12	78
++ GIRL WITH SOMETHING EXTRA	Mon. 7:00- 7:30	11	77
ANOTHER WORLD	M-F 3:00- 3:30	10	89
+ STARLOST	Fri. 7:00- 8:00	9	60
* CTV NATIONAL NEWS	S-S 11:00-11:20	9	79
+ SHAKE, ROCK AND ROLL	Sat. 7:00- 7:30	8	68
+ TEMPERATURES RISING	Tue. 8:00- 8:30	8	71
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	8	80
& △ FOOTBALL-CFL (Regina at Edmonton)	Sun. 2:00- 4:30	8	76
+ WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	7	81
+ IAN TYSON	Thu. 7:00- 7:30	7	73
++ DIANA	Mon. 7:30- 8:00	7	66
'HEAR NO EVIL, SEE NO EVIL, SPEAK NO EVIL' (bugging)	Sun. 10:00-11:00	6	68
+ UNTAMED WORLD	Sun. 5:00- 5:30	5	84
ANYTHING YOU CAN DO	M-F 4:00- 4:30	5	70
SOMERSET	M-F 2:30- 3:00	5	82
TARGET THE IMPOSSIBLE	Tue. 9:30-10:00	5	56
□ FOOTBALL-CFL (Montreal at Hamilton)	Sun. 2:00- 4:35	4	76
SPORTS BEAT '73	Wed. 10:40-11:10	4	75
WHAT'S THE GOOD WORD	M-F 3:30- 4:00	4	83
* & QUESTION PERIOD	Sun. 4:30- 5:00	2	\$

* Re-scheduled in some areas.

& Pre-empted in some areas.

& Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

+ Not carried (on this day and at this time) on all CTV stations.

* Broadcast at 11:05-11:25 pm on Monday; 11:10-11:30 pm on Wednesday.

△ Western network only.

□ Eastern network only.

& Joined in progress in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

- Another program contrasting wartime and present day conditions in a World War II locale was Wednesday's (9:00-10:00 pm) TWO ROADS TO RAVENNA. The CBC-produced documentary focused on the major sites of the Italian Campaign of 1943, and on Canadian participation in the offensive. As with each of the last two programs in this Wednesday, 9:00-10:00 pm slot, the broadcast drew a relatively small audience of 6 per cent. Being particularly impressed by the beauty of the Italian countryside and by the fact that Canadian graves have been well maintained, viewers found 'Two Roads To Ravenna' to be a generally worthwhile and informative broadcast; the index of audience enjoyment, 74.
- At 10:30-11:00 pm on Thursday the metronet and some CBC affiliate stations presented a CBC NEWSMAGAZINE report on the current energy crisis and its possible effect on various parts of Canada. Titled 'Baby It's Cold Outside', the broadcast was well received (index of enjoyment, 80) by the small 4 per cent audience that watched it.
- Earlier on Thursday (at 9:00-9:30 pm) DELILAH made its fifth appearance on the metronet and on some CBC affiliate stations. With viewing at the 4 per cent level, the program this week rated a typically low audience enjoyment index of 56.
- The subject of this week's edition of THIS LAND (Wednesday, 8:00-8:30 pm) was hunting - particularly as a tourist industry. Titled 'Let It Be', the program discussed the threat to the survival of various species of African wildlife. Like virtually all 'This Land' programs, this one was very well received (index 84) by those who watched it. The size of the audience was 8 per cent - marginally bigger than audiences to most preceding editions this year but slightly smaller than the average 1972-73 season 'This Land' audience of 10 per cent.
- TO SEE OURSELVES, which followed at 8:30-9:00 pm, also showed a slight increase in viewing this week. At 6 per cent, the audience to the Ron Taylor play 'Half A Lifetime' was 1-3 percentage points bigger than the individual audiences to each of the series' last three programs. And, at 61, the index of audience enjoyment of 'Half A Lifetime' - the story of a middle-aged couple who fall in love - was about equal to the enjoyment norm maintained by the 1972-73 'To See Ourselves' series.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: NOVEMBER 2-8, 1973

WEEK: NOVEMBER 2-8, 1973					
DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 2nd	7:00- 7:30	Local Programming		9	+ STARLOST
	7:30- 8:00	Not Complete Network			
	8:00-8:30	ALL IN THE FAMILY	32	13	+ SANFORD AND SON
	8:30- 9:00	MASH	23	20	FRIDAY NIGHT MOVIE ('Linda')
	9:00- 9:30	TOMMY HUNTER	15		
	9:30-10:00				
	10:00-10:30	Not Complete Network		15	+ F.B.I.
	10:30-11:00				
SUN 4th	7:00- 7:30	THE BEACHCOMBERS	19	15	+ THE BRADY BUNCH
	7:30- 8:00	THE WALTONS	26	23	SONNY AND CHER
	8:00- 8:30				
	8:30- 9:00	NEEDLES AND PINS	8	16	CTV SUNDAY NIGHT MOVIE ('Hawkins - Death And The Maiden')
	9:00- 9:30	CBC DRAMA '73 ('Welcome Stranger')	9		
	9:30-10:00				
	10:00-10:30	DAYS BEFORE YESTERDAY (1896-1917)	7	6	'HEAR NO EVIL, SEE NO EVIL, SPEAK NO EVIL' (bugging)
	10:30-11:00				
TUE 6th	7:00- 7:30	Local Programming		Not Complete Network	
	7:30- 8:00			8	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	21	8	+ TEMPERATURES RISING
	8:30- 9:00	POLICE STORY	17	12	KOJACK
	9:00- 9:30	FRONT PAGE CHALLENGE	17	5	TARGET THE IMPOSSIBLE
	9:30-10:00	UP CANADA	7	16	+ MARCUS WELBY, M.D.
	10:00-10:30	SOME HONOURABLE MEMBERS	4		
	10:30-11:00				
THU 8th	7:00- 7:30	Local Programming		7	+ IAN TYSON
	7:30- 8:00	Not Complete Network		Not Complete Network	
	8:00- 8:30				
	8:30- 9:00	CAROL BURNETT	21	24	+ KUNG FU
	9:00- 9:30	Not Complete Network		19	IRONSIDE
	9:30-10:00				
	10:00-10:30				
	10:30-11:00				
S - S	11:00-11:20	*CBC NEWS	13	9	+ CTV NEWS

* Re-scheduled in some areas on Saturday.

‡ Broadcast at 11:05-11:25 pm on Monday; 11:10-11:30 pm on Wednesday.

+ Not carried (on this day and at this time) on all CTV stations.

NOTE: "Live" (i.e. non-delayed programming on Saturday, Monday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday, Monday and Wednesday data in this table.

- In line with audiences to previous programs in the GALLERY series, this week's 'Are You Listening? You Out There' drew a small (Wednesday 10:00-10:30 pm) audience of 4 per cent. Using Woodstock, New Brunswick as an example, the broadcast portrayed life in 'small town' Canada. At 59, its audience enjoyment index was 4 points lower than that of last week's 'Bedrooms Of The Nations' and, of course, much below the respective 70 and 80 indices of the first and second 'Gallery' repeats.
- This week marked the third appearance of the network's two new Tuesday evening public affairs series. With viewing up just one percentage point from the two preceding weeks, UP CANADA (at 10:00-10:30 pm) drew a 7 per cent audience. Like the earlier editions, Tuesday's program (which included comment on the Quebec election results, the energy crisis, Canada Savings Bonds and Canadian identity) was not particularly well received by those who watched it. At 58, its audience enjoyment index was midway between the low 50 recorded for the debut program and the 64 index of last week's edition.
- To date, SOME HONOURABLE MEMBERS (which follows at 10:30-11:00 pm) has shown very little variation in either the size of its audience or the extent to which it is enjoyed by those who watch it. With viewing at the 4 per cent mark, Tuesday's program with M.P.'s Neale, Lundrigan and Stollery rated a typical audience enjoyment index of 67.
- In its late (10:00-11:00 pm) Friday evening slot on the metronet and on some affiliate stations, THE WORLD AT WAR continues each week to draw a small but enthusiastic audience. With a 5 per cent audience and an index of enjoyment of 78, this week's instalment, which saw the U.S. entry into the War, about equalled the performance of each of the six earlier broadcasts.
- In its post-hockey slot on Saturday, SINGALONG JUBILEE (10:33-11:00 pm EST on this occasion) continues each week to draw an audience several percentage points smaller than the audience maintained by 'Countrytime' in this same slot last year. At 9 per cent, the audience to Saturday's program was about average for the series so far this season and no bigger than the usual audience to the 1972-73 'Singalong' series which ran in the Wednesday 7:30-8:00 pm slot on fewer stations. Nor is 'Singalong' being particularly well received by those who watch it on Saturdays. To date it has rated indices in the moderately favourable 68-74 range as against an average index of 79 last year. The index for this week's program featuring 'The Musical Friends' was 71.

- . Audiences to COUNTRYTIME (Thursday, 9:30-10:00 pm on the metronet and on some affiliate stations) are also down substantially from last year. At 6 per cent, the audience to this week's edition - just slightly below average for the current series - was only half as big as the usual post-hockey 'Countrytime' audience of last year. In addition to its less-than-full network exposure this year, the CBC country music series also now runs directly against very stiff CTV competition - the popular 'Ironside' series. Typically, in those areas where both were fully available, the latter this week outdrew 'Countrytime' in an audience ratio of about 3:1. However, with the 77 index of Thursday's broadcast falling within the 76-80 range of preceding editions this season, 'Countrytime' continues to be much enjoyed by those adults and teenagers who watch it.
- . THE IRISH ROVERS (Friday, 7:30-8:00 pm on the metronet and on some CBC affiliate stations) this week drew its biggest audience of the current season. But at 17 per cent, it was still slightly smaller than the average 20 per cent audience that 'The Rovers' maintained with somewhat wider distribution on Monday evening (also at 7:30-8:00 pm) last season. Continuing, as always, to be very much enjoyed by the majority of those who watch it, 'The Rovers' this week rated an index of 86 for a program featuring Johnny Cash and June Carter as guests.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/73/42

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: NOVEMBER 9-15, 1973

THIS WEEK

Special programming this week relating to the November 14 wedding of H.R.H. Princess Anne and Captain Mark Phillips included live coverage of the wedding itself, a playback of 'Royal Wedding Highlights', programs showing pre-wedding preparations titled 'An Invitation To The Wedding Of H.R.H. Princess Anne and Captain Mark Phillips' and 'A Private Family Affair', and a pre-marriage interview with the bride and groom. Due to a late change in scheduling, however, no audience information is available for the two last-mentioned broadcasts.

Other special programming on the network included coverage of the annual Remembrance Day service in Ottawa and of the 'Canadian Junior Football Championship' game between the Ottawa Sooners and Regina Rams, a 'Theatre Canada' program marking the 40th anniversary of the Dominion Drama Festival, a 'Stampede' musical, and a special two-hour edition of 'The Waltons'. Due to insufficient notice of scheduling, audience data is not available for the football playoff.

Regular CBC programs pre-empted throughout the country this week included 'Beachcombers', 'Needles and Pins', 'CBC Drama '73', 'Partridge Family', 'To See Ourselves', 'Tommy Banks' and 'Maude'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- On Wednesday, live coverage of the ROYAL WEDDING of H.R.H. Princess Anne and Captain Mark Phillips was simultaneously available on the CBC and CTV networks. The CBC broadcast, which began an hour earlier than the private network's, drew an early morning (5:00-8:46 am EST) audience of 14 per cent at the national level. And, in those areas where viewers had the choice of watching the wedding on either a CBC or CTV station, some three times as many tuned to CBC as to CTV. Much enjoyed by those who saw them, these live broadcasts rated enjoyment indices of 90-92.
- Later on Wednesday, at 9:00-10:00 pm, the network presented highlights of THE ROYAL WEDDING. This drew a substantial adult-teenage audience of 33 per cent and was also well received with an audience enjoyment index of 86. In general, male viewers of this re-cap of the Princess Anne-Mark Phillips wedding were much less enthusiastic than their female counterparts. This was particularly evident in the 18-34 age group where the enjoyment index for men was a moderately favourable 69 as against a high 88 index for women. Incidentally, some 41 per cent of all adults and teenagers in English Canada saw at least some part of the CBC's total (live morning and evening repeat) coverage of the wedding.
- In the Sunday 9:00-10:00 pm slot normally occupied by 'CBC Drama '73', the network this week presented AN INVITATION TO THE WEDDING OF H.R.H. PRINCESS ANNE AND CAPTAIN MARK PHILLIPS. The documentary special highlighted events leading to the imminent marriage of H.R.H. Princess Anne to Captain Mark Phillips, looked at wedding preparations and featured an interview with the groom's parents. Host-narrator was Douglas Fairbanks. In line with audience reactions to other specials pertaining to the 'Royal Wedding', this one was significantly better received by women than by men. With the enjoyment indices for these two groups of viewers being 72 and 81 respectively, the index for the audience as a whole was 77. The size of the audience to this pre-wedding special was 26 per cent - much the biggest of any program running in this Sunday at 9:00 pm slot this season and more than twice as big as the usual 'Drama '73' audience of about 10 per cent.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: NOVEMBER 9-15, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY	Fri. 8:00- 8:30	34	86
THE WALTONS	Sun. 7:00- 9:00	34	89
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:51	33	81
THE ROYAL WEDDING HIGHLIGHTS	Wed. 9:00-10:00	33	86
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	31	85
CANNON	Mon. 8:30- 9:30	27	80
MASH	Fri. 8:30- 9:00	26	82
'AN INVITATION TO THE ROYAL WEDDING'	Sun. 9:00-10:00	26	77
MARY TYLER MOORE	Tue. 8:00- 8:30	25	79
CAROL BURNETT	Thu. 8:00- 9:00	24	71
TOMMY HUNTER	Fri. 9:00-10:00	19	82
THIS IS THE LAW	Mon. 9:30-10:00	19	73
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	18	81
POLICE STORY	Tue. 8:30- 9:30	17	73
+ FOOTBALL-CFL (Montreal at Toronto)	Sun. 1:00- 4:33	17	78
CBC NATIONAL NEWS	S-S 11:00-11:21	14	79
+ 'THE ROYAL WEDDING'	Wed. 5:00- 8:46 am	14	90
EDGE OF NIGHT	M-F 3:30- 4:00	12	87
* REMEMBRANCE DAY SERVICE	Sun. 10:45-11:30 am	9	86
DAYS BEFORE YESTERDAY (1917-1930)	Sun. 10:00-11:00	8	76
FAMILY COURT	M-F 4:00- 4:30	8	77
IN THE SOUTH SEAS (Viti Levu Island)	Mon. 10:00-10:30	8	71
THIS LAND	Wed. 8:00- 8:30	7	80
+ SINGALONG JUBILEE	Sat. 10:30-11:00	7	77
UP CANADA	Tue. 10:00-10:30	7	64
MAN ALIVE	Mon. 10:30-11:00	4	73
SOME HONOURABLE MEMBERS	Tue. 10:30-11:00	4	68
'THEATRE CANADA'	Wed. 10:00-11:00	4	50
±* COUNTRY CANADA	Sun. 4:30- 5:00	3	\$
TAKE THIRTY	M-F 3:00- 3:30	3	78
NATION'S BUSINESS (Progressive Conservative Party)	Sun. 11:15-11:21	2	\$
△ MUSIC TO SEE	Sun. 5:00- 5:30	2	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

* Re-scheduled in some areas.

± Joined in progress at 10:53 pm EST on the national network; 10:38 pm in the Toronto region.

±* Joined in progress at 4:34 pm in Quebec and Ontario.

△ Pre-empted in the Atlantic regions.

\$ Sample too small for reliable reporting of enjoyment level.

- At 10:45-11:30 am EST Sunday, network stations east of Manitoba provided live coverage of this year's REMEMBRANCE DAY SERVICE from Ottawa. In more western areas, the broadcast, which also featured Remembrance Day film and comment, was delayed to between 9:15 and 10:45 am local time. The total national audience was 9 per cent - unusually small for these 'Remembrance Day Services' which in the past two years have attracted audiences of 12 per cent. As always, however, the broadcast was very much enjoyed by those who watched it, the index of enjoyment on this occasion being a typically high 86.
- Despite a much bigger lead-in audience, Sunday's second program of the (10:00-11:00 pm) THE DAYS BEFORE YESTERDAY series on Canadian history drew an audience only marginally bigger than that of last week's opening edition - 8 per cent as against 7 per cent. And, in the common CBC-CTV coverage area, the CBC series again shared audience about equally with its CTV opposition - in this case with the regular 'W5' public affairs program. Covering the years from 1917 to 1930, Sunday's 'Days Before Yesterday' featured archival photos and film footage interspersed with personal recollections of the days of Sir Robert Borden, Arthur Meighen and William Lyon Mackenzie King. With most of those who watched the program rating it a clearly presented, worthwhile and informative broadcast, the index of audience enjoyment was 76 - just 2 points higher than the 'Days Before Yesterday' index of the week before.
- Maintaining the level of viewing of most recent programs in the series, IN THE SOUTH SEAS (Monday, 10:00-10:30 pm) this week drew an 8 per cent audience to its penultimate broadcast. The subject on this occasion was the changing lifestyle of the inhabitants of Fiji's main island of Viti Levu. The program rated an audience enjoyment index of 71 - slightly below the 73-80 index range of preceding editions.
- MAN ALIVE (Monday, 10:30-11:00 pm) this week presented 'Values and Man With Dame Rebecca West', the first program of a three-part sub-series on human values. In conversation with program host Roy Bonisteel, the novelist talked of today's values, the role of the church and the values it teaches, and the responsibility for the transmission of values from one generation to another. With viewing at the slightly-below-average 4 per cent level, the broadcast was moderately well received with an audience enjoyment index of 73. The 'Man Alive' audience record so far this season:

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: NOVEMBER 9-15, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Fri. 7:30- 8:00	14	85
LOTSA LUCK	Mon. 7:30- 8:00	13	76
GILLIGAN'S ISLAND	M-F 5:30- 6:00	13	78
'STAMPEDERS: A SHORT VISIT TO PLANET EARTH'	Thu. 7:30- 8:00	9	67
△ HYMN SING	Sun. 5:30- 6:00	8	81
COUNTRYTIME	Thu. 9:30-10:00	6	79
WORLD AT WAR	Fri. 10:00-11:00	6	80
HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	4	75
DELILAH	Thu. 9:00- 9:30	4	54
MR. CHIPS	Wed. 7:45- 8:00	3	65
* MUSIC MACHINE	Sat. 6:30- 7:00	3	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	76
TAKE SIXTY	Thu. 10:00-11:00	3	\$
JULIETTE AND FRIENDS	M-F 2:00- 2:30	3	74
VIEWPOINT	M-F 11:22-11:29	2	66
* UPDATE	Sat. 6:00- 6:30	2	\$
AUDUBON WILDLIFE THEATRE	M,W,F 1:30- 2:00	2	\$
* REPLAY	Sat. 7:30- 8:00	2	\$
†* DOLLARS AND SENSE	Sun. 4:00- 4:30	1	\$
NORMAN CORWIN PRESENTS	Tu&Th 1:30- 2:00	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	17	84
‡ HOCKEY-NHL	Wed. 8:00-10:35	29	86
+ KUNG FU	Thu. 8:00- 9:00	24	84
FRIDAY NIGHT MOVIE ('Death Race')	Fri. 8:30-10:00	20	71
IRONSIDE	Thu. 9:00-10:00	19	84
+ THE STREETS OF SAN FRANCISCO	Thu. 10:00-11:00	18	82
SONNY AND CHER	Sun. 7:30- 8:30	17	76
+ MARCUS WELBY, M.D.	Tue. 10:00-11:00	16	82
ACADEMY PERFORMANCE ('Buck And The Preacher')	Sat. 8:00-10:00	16	75
+ THE ROOKIES	Mon. 8:00- 9:00	16	81
MEDICAL CENTRE	Mon. 10:00-11:00	15	82
KOJACK	Tue. 8:30- 9:30	15	78
CTV SUNDAY NIGHT MOVIE ('McMillan And Wife - Free For All Terror')	Sun. 8:30-10:00	15	80
POLICE SURGEON	Sat. 7:30- 8:00	13	77
ADAM'S RIB	Mon. 9:00- 9:30	12	75
PIG AND WHISTLE	Mon. 9:30-10:00	12	72
+ SANFORD AND SON	Fri. 8:00- 8:30	11	85
+ THE BRADY BUNCH	Sun. 7:00- 7:30	10	76
ANOTHER WORLD	M-F 3:00- 3:30	10	89
+ STARLOST	Fri. 7:00- 8:00	10	56
+ SHAKE, ROCK AND ROLL	Sat. 7:00- 7:30	9	71
+ HEADLINE HUNTERS	Tue 7:30- 8:00	9	79
'TONY BENNETT IN HAWAII'	Fri. 10:00-11:00	9	61
+ IAN TYSON	Thu. 7:00- 7:30	9	72
+ WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	9	83
+ TEMPERATURES RISING	Tue. 8:00- 8:30	8	69
□ CTV NATIONAL NEWS	S-S 11:00-11:20	8	79
W 5	Sun. 10:00-11:00	8	76
+ DIANA	Mon. 7:30- 8:00	8	63
ANYTHING YOU CAN DO	M-F 4:00- 4:30	6	69
TARGET THE IMPOSSIBLE	Tue. 9:30-10:00	5	70
WHAT'S THE GOOD WORD	M-F 3:30- 4:00	5	83
SOMERSET	M-F 2:30- 3:00	5	82
‡ 'THE ROYAL WEDDING'	Wed. 6:00- 8:46 am	4	92
SPORTS BEAT '73	Wed. 10:37-11:07	3	\$
+* QUESTION PERIOD	Sun. 3:15- 3:45	1	\$

- △ Joined in progress at 5:34 pm in the Atlantic regions.
 * Re-scheduled in some areas
 ‡ Pre-empted in some areas.
 ‡ Telecast "live" (i.e without normal delays to the West and pre-release to the Atlantic regions).
 + Not carried (on this day and at this time) on all CTV stations.
 □ Broadcast at 11:07-11:27 pm on Wednesday.
 \$ Sample too small for reliable reporting of enjoyment level.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 17	'A Report On The News' - probe of recent happenings to determine today's spiritual and moral climate	5	73
Sept. 24	'Reflections On A Funhouse Mirror' - on built-in limitations and biases of television	6	71
Oct. 1	'Campamento' - on an urban slum area in Chile	5	72
Oct. 8	A comparison of Judaism and Christianity	5	57
Oct. 15	'Cuba, Faith In Revolution' - on the situation of the Christian church in Cuba	7	70
Oct. 22	'Look To The Wildwood' - a spiritual-nature journey through Algonquin Park (repeat)	5	77
Nov. 5	'Death Can Be A Friend' - on moral pros and cons of prolonging the life of terminally ill patients	4	78
Nov. 12	'Values And Man With Dame Rebecca West' - first of three-part series on human values	4	73

- Now in its fourth week in the 10:30-11:00 pm slot on Tuesday, SOME HONOURABLE MEMBERS continues each week to be moderately well received by a relatively small audience. With viewing at the usual 4 per cent mark, this week's edition with M.P.'s Herb Brault, John Rodriguez, Gilles Caouette and Frank Oberle rated a typical audience enjoyment index of 68.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS
WEEK: NOVEMBER 9-15, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 9th	7:00- 7:30	Local Programming		
	7:30- 8:00	Not Complete Network	10	+ STARLOST
	8:00- 8:30	ALL IN THE FAMILY	34	12 + SANFORD AND SON
	8:30- 9:00	MASH	25	
	9:00- 9:30	TOMMY HUNTER	17	21 FRIDAY NIGHT MOVIE ('Death Race')
	9:30-10:00			
	10:00-10:30	Not Complete Network	9	'TONY BENNETT IN HAWAII'
SUN 11th	7:00- 7:30			11 + THE BRADY BUNCH
	7:30- 8:00	THE WALTONS	33	18 SONNY AND CHER
	8:00- 8:30			
	8:30- 9:00			
	9:00- 9:30	'AN INVITATION TO THE ROYAL WEDDING'	24	15 CTV SUNDAY NIGHT MOVIE ('McMillan And Wife - Free For All Terror')
	9:30-10:00			
MON 12th	10:00-10:30	DAYS BEFORE YESTERDAY (1917-1930)	8	8 W 5
	10:30-11:00			
	7:00- 7:30	Local Programming		# 'THE GOODIES'
	7:30- 8:00	Not Complete Network		8 + DIANA
	8:00- 8:30	'A PRIVATE FAMILY AFFAIR'	8	17 + THE ROOKIES
	8:30- 9:00			
	9:00- 9:30	CANNON	26	13 ADAM'S RIB
	9:30-10:00	THIS IS THE LAW	18	12 FIG 'N' WHISTLE
TUE 13th	10:00-10:30	IN THE SOUTH SEAS (Viti Levu Island)	7	
	10:30-11:00	MAN ALIVE	4	16 MEDICAL CENTRE
	7:00- 7:30	Local Programming		Not Complete Network
	7:30- 8:00			9 + HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	23	9 + TEMPERATURES RISING
	8:30- 9:00	POLICE STORY	16	15 KOJACK
	9:00- 9:30			
	9:30-10:00	FRONT PAGE CHALLENGE	17	6 TARGET THE IMPOSSIBLE
WED 14th	10:00-10:30	UP CANADA	7	
	10:30-11:00	SOME HONOURABLE MEMBERS	4	17 + MARCUS WELBY, M.D.
THU 15th	6:00- 7:30 am	△ 'THE ROYAL WEDDING'	14	5 # 'THE ROYAL WEDDING'
	7:30- 8:46 am			
	7:00- 7:30	Local Programming		9 + IAN TYSON
	7:30- 8:00	Not Complete Network		Not Complete Network
	8:00- 8:30			
	8:30- 9:00	CAROL BURNETT	24	25 + KUNG FU
	9:00- 9:30			
S-5	9:30-10:00	Not Complete Network		20 IRONSIDE
	10:00-10:30			
	10:30-11:00			19 + THE STREETS OF SAN FRANCISCO
S-5	11:00-11:20	CBC NEWS	13	9 # CTV NEWS

△ Broadcast at 5:00-8:46 am EST.

Telecast "Live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

f Broadcast at 11:07-11:27 pm on Wednesday.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

- Nor has UP CANADA (which precedes 'Some Honourable Members' at 10:00-10:30 pm) shown any significant variation in the size of its weekly audience. With a typical audience of 7 per cent, Tuesday's fourth program of the series rated an enjoyment index of 64 - the same level of enjoyment attained on October 30 by the second 'Up Canada' and higher than the respective 50 and 58 indices of the first and third editions.
- Like most other programs in the series, Thursday's TAKE 30/60 program attracted too small an audience (on this occasion, 3 per cent) to permit calculation of an index of enjoyment for the broadcast. Running for 60 minutes (from 10:00-11:00 pm on the metronet and on some CBC affiliate stations) this latest edition included segments on the misuse of credit cards, the accomplishments of very young playwrights, the anti-alcohol comic book being distributed to local natives by the government of the North West Territories and the energy crisis.
- In a program titled 'In Search of Silence', THIS LAND (Wednesday at 8:00-8:30 pm) this week accompanied the nature-loving Guyot family of Winnipeg on one of their many trips into the Northern Manitoba lake district. Both the 7 per cent audience and index of 80 for the program were about average for the series this season.
- In its usual Friday, 10:00-11:00 pm slot on the metronet and on some CBC affiliate stations, THE WORLD AT WAR this week ran directly against 'Tony Bennett In Hawaii', a CTV special that displaced the regular 'F.B.I.'. Though the CTV audience to the music program was only about two-thirds that of the usual audience to the crime-drama series, this change in CTV programming appears to have had little effect on 'World At War', its audience on this occasion being 6 per cent as against an average 5 per cent. The title of this eighth program of the Thames Television series was 'The Desert, North Africa 1940-1943'; the index of audience enjoyment, a typically high 80.
- At 10:00-11:00 pm on Wednesday, the network presented a special THEATRE CANADA program marking the 40th anniversary of the Dominion Drama Festival. The broadcast featured highlights of current productions and conversations with various theatrical personalities. About equalling the average Wednesday 10:00-11:00 pm audience to both the just-completed 'Gallery' series and the pre-empted 'Tommy Banks', the program drew a small national audience of 4 per cent. Nor, on the whole, were those who watched this 'Theatre Canada' special very favourably impressed by it. At 50, the index of enjoyment for the audience as a whole was, in fact, one of the lowest for a network program this week.

- DELILAH (Thursday, 9:00-9:30 pm on the metronet and on some CBC affiliates) this week maintained the low viewing and enjoyment levels of preceding editions. With a 4 per cent audience, the CBC situation comedy on this occasion rated an index of 54.
- In the usual 'Maude' slot at 7:30-8:00 pm on Thursday, the metronet and some CBC affiliated stations this week featured 'The Stampeders' rock group in a program titled STAMPEDERS: A SHORT VISIT TO PLANET EARTH. Viewing of the program was at the 9 per cent level nationally, 10 per cent within the CBC metronet area where the program was fully available and where the pre-empted 'Maude' maintains a viewing norm of 21 per cent. The 'Stampeders' special rated a moderately favourable enjoyment index of 67.
- On Sunday, the regular 'Beachcombers' and 'Needles And Pins' programs were this week displaced by a special two-hour Thanksgiving edition of THE WALTONS. Running from 7:00-9:00 pm, it drew an audience of 34 per cent - about 7 percentage points bigger than audiences to recent one-hour 'Walton' programs and ranking the program among the four top audience attractions of the week. Maintaining the series' usual high level of audience enjoyment, this special edition rated an enjoyment index of 89.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/73/43

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: NOVEMBER 16-22, 1973

THIS WEEK

Special network programming this week included coverage of the Toronto 'Santa Claus Parade', the first of five monthly-scheduled 'To The Wild Country' nature programs, a repeat of last year's 'Leaving Home' drama and programs titled 'Canadian Standardbred Champions', 'This Land: Have You Seen It In Winter', 'Jack In A Box' and 'Julie On Sesame Street'. The network also provided live coverage of Prime Minister Trudeau's Thursday statement on the energy crisis but, because of insufficient advance notice of scheduling, no audience information is available for this program. Nor for the same reason is information available on the 'Jack In A Box' and 'Julie On Sesame Street' specials.

Regular network programs pre-empted throughout the country this week included 'CBC Drama '73', 'Carol Burnett' and one edition of 'Edge Of Night'. In addition, both 'Countrytime' and 'Singalong Jubilee' were pre-empted in most parts of the country.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Sunday evening (9:00-10:00 pm) marked the network debut of this season's series of five monthly-scheduled TO THE WILD COUNTRY specials. This first one, titled 'The Wild Pacific Shore', explored the remote Pacific Rim National Park area of Vancouver Island. The 13 per cent audience to the broadcast was somewhat bigger than the pre-empted 'CBC Drama '73's' average audience of 9-10 per cent but smaller, by several percentage points, than the Sunday, 9:00-10:00 pm audience recorded for the debut 'Wild Country' broadcast last year. Like the programs in last season's 'Wild Country' series, each of which rated an index in the high 89-92 range, 'Wild Pacific Shore' was much enjoyed by the vast majority of those who watched it, index of enjoyment a high 87.
- With no change in either viewing or audience enjoyment of the series from its first two weeks, Sunday's (10:00-11:00 pm) DAYS BEFORE YESTERDAY drew an 8 per cent audience and rated an enjoyment index of 76. Subtitled 'The Best Of Times.... The Worst Of Times', this third edition covered the R.B. Bennett years of August 1930 to October 1935.
- Making its final appearance in the Monday, 10:00-10:30 pm slot, IN THE SOUTH SEAS this week focused on the urbanization problems of the South Pacific city of Suva. With viewing at the 8 per cent mark, the broadcast was moderately well received with an audience enjoyment index of 71. The complete audience record for the series:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 10	The Gilbert Islands - contrast of scenic beauty and harsh conditions of existence	11	76
Sept. 17	The Solomon Islands - the varied cultures of the native people	11	79
Sept. 24	Boat races celebrating independence of Samoa; the Island of Apolima-tai	12	80
Oct. 1	Profile of two families on the Island Of New Caledonia	11	78

continued...

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: NOVEMBER 16-22, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY	Fri. 8:00- 8:30	32	84
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:50	31	79
* THE WALTONS	Sun. 7:30- 8:30	28	86
+ FOOTBALL-CFL (Regina at Edmonton)	Sun. 4:30- 7:13	26	88
CANNON	Mon. 8:30- 9:30	25	82
MASH	Fri. 8:30- 9:00	24	81
* THE WONDERFUL WORLD OF DISNEY	Sun. 3:00- 4:00	23	86
MARY TYLER MOORE	Tue. 8:00- 8:30	22	78
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	21	77
THIS IS THE LAW	Mon. 9:30-10:00	19	74
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	19	79
POLICE STORY	Tue. 8:30- 9:30	18	78
TOMMY HUNTER	Fri. 9:00-10:00	17	80
* THE BEACHCOMBERS	Sun. 4:00- 4:30	14	70
'LEAVING HOME' (Drama) (Repeat)	Wed. 9:00-10:30	14	59
CBC NATIONAL NEWS	S-S 11:00-11:21	13	81
* SANTA CLAUS PARADE	Sat. 9:00-10:08 am	13	83
TO THE WILD COUNTRY: 'The Wild Pacific Shore'	Sun. 9:00-10:00	13	87
NEEDLES AND PINS	Sun. 8:30- 9:00	12	64
EDGE OF NIGHT	Tu-F 3:30- 4:00	11	86
DAYS BEFORE YESTERDAY (1930-1935)	Sun. 10:00-11:00	8	76
THIS LAND	Wed. 8:00- 8:30	8	76
IN THE SOUTH SEAS ('Karekare')	Mon. 10:00-10:30	8	71
FAMILY COURT	M-F 4:00- 4:30	7	76
UP CANADA	Tue. 10:00-10:30	7	68
TOMMY BANKS	Wed. 10:30-11:00	6	64
TO SEE OURSELVES ('The Painted Door')	Wed. 8:30- 9:00	6	62
MAN ALIVE	Mon. 10:30-11:00	6	77
SOME HONOURABLE MEMBERS	Tue. 10:30-11:00	4	59
NATION'S BUSINESS (New Democratic Party)	Sun. 11:15-11:21	3	\$
TAKE THIRTY	M-F 3:00- 3:30	3	80
* CANADIAN STANDARDBRED CHAMPIONS	Sat. 2:00- 3:00	3	\$
* COUNTRY CANADA	Sun. 1:30- 2:00	3	\$
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	2	\$
+ SPORTSWEEK	Sun. 7:14- 7:30	2	\$
* 'THIS LAND: HAVE YOU SEEN IT IN WINTER?'	Sat. 3:00- 4:00	2	\$
* MUSIC TO SEE	Sun. 2:00- 2:30	2	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

* Re-scheduled in some areas.

‡ Not telecast in Quebec and the Atlantic regions.

\$ Sample too small for reliable reporting of enjoyment level.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Oct. 8	The Solomon Islands - influence of ex-patriots	9	73
Oct. 22	The New Hebrides - land ownership disputes	8	75
Nov. 5	The Kingdom of Tonga - its constitutional monarchy	6	73
Nov. 12	Fiji's Island of Viti Levu - the changing lifestyle of the people	8	71
Nov. 19	Problems of urbanization in the city of Suva	8	71

- Continuing its three-part sub-series on human values, MAN ALIVE (Monday, 10:30-11:00 pm) this week presented 'Values and Community with Dr. Han Suyin'. With viewing at the 6 per cent level - up 2 percentage points from the week before and slightly above average for the series - the broadcast was well received with an audience enjoyment index of 77. This is slightly higher than the enjoyment index of last week's 'Values' program with Dame Rebecca West (index 73) and also above average for the current 'Man Alive' series as a whole (index 71). Results of special questioning of viewers of Monday's broadcast revealed that many found Dr. Han Suyin to be a specially interesting, articulate and dynamic personality.
- Continuing the low level of audience enjoyment maintained by preceding programs in the series, DELILAH this week rated an index of 50. At 6 per cent, the audience to this seventh edition (shown in the series' regular Thursday, 9:00-9:30 pm slot on the metronet and on some affiliate stations in all areas except Manitoba and Saskatchewan where it ran half an hour later) was slightly bigger than the usual 'Delilah' audience of 4-5 per cent.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: NOVEMBER 16-22, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
♣* MAUDE	Thu. 7:30- 8:00	18	77
THE IRISH ROVERS	Fri. 7:30- 8:00	15	84
GILLIGAN'S ISLAND	M-F 5:30- 6:00	13	78
LOTSA LUCK	Mon. 7:30- 8:00	11	77
* HYMN SING	Sun. 2:30- 3:00	7	85
* DELILAH	Thu. 9:00- 9:30	6	50
WORLD AT WAR	Fri. 10:00-11:00	5	77
HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	5	70
♣ CBC NEWSMAGAZINE	Thu. 10:30-11:00	4	82
* MUSIC MACHINE	Sat. 6:30- 7:00	4	57
TAKE THIRTY	Thu. 10:00-10:30	3	73
MR. CHIPS	Wed. 7:45- 8:00	3	62
VIEWPOINT	M-F 11:22-11:29	3	73
* UPDATE	Sat. 6:00- 6:30	3	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	76
JULIETTE AND FRIENDS	M-F 2:00- 2:30	3	69
* REPLAY	Sat. 7:30- 8:00	2	\$
AUDUBON WILDLIFE THEATRE	M,W,F 1:30- 2:00	2	\$
DOLLARS AND SENSE	Sun. 1:00- 1:30	1	\$
NORMAN CORWIN PRESENTS	Tu&Th 1:30- 2:00	1	\$
<u>CBC METRONET</u>			
* THE WONDERFUL WORLD OF DISNEY	Sun. 3:00- 4:00	13	85
<u>CTV PROGRAMS</u>			
++ KUNG FU (Repeat)	Thu. 7:30- 8:30	22	82
± FOOTBALL-CFL (Montreal at Ottawa)	Sun. 1:30- 4:13	20	78
+ MARCUS WELBY, M.D.	Tue. 10:00-11:00	18	83
++ WEDNESDAY NIGHT MOVIE ('Doctor Dolittle')	Wed. 8:00-11:00	17	71
FRIDAY NIGHT MOVIE (Shaft - 'Hit And Run')	Fri. 8:30-10:00	17	77
MEDICAL CENTRE	Mon. 10:00-11:00	17	82
CTV SUNDAY NIGHT MOVIE ('McMillan And Wife - The Devil You Say')	Sun. 8:30-10:00	16	78
KOJACK	Tue. 8:30- 9:30	16	79
+ THE ROOKIES	Mon. 8:00- 9:00	16	81
* ACADEMY PERFORMANCE ('The Andromeda Strain') (Repeat)	Sat. 8:00-10:30	15	70
POLICE SURGEON	Sat. 7:30- 8:00	14	76
+ THE BRADY BUNCH	Sun. 7:00- 7:30	13	76
+ GIRL WITH SOMETHING EXTRA	Mon. 7:00- 7:30	12	73
+ SANFORD AND SON	Fri. 8:00- 8:30	12	82
PIG AND WHISTLE	Mon. 9:30-10:00	12	72
+ F.B.I.	Fri. 10:00-11:00	12	77
□ ANOTHER WORLD	M-F 3:00- 3:30	10	89
W5	Sun. 10:00-11:00	9	74
+ TEMPERATURES RISING	Tue. 8:00- 8:30	9	76
+ STARLOST	Fri. 7:00- 8:00	9	57
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	9	80
△ CTV NATIONAL NEWS	S-S 11:00-11:20	9	80
+ WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	8	81
+ SHAKE, ROCK AND ROLL	Sat. 7:00- 7:30	8	68
* SANTA CLAUS PARADE	Sat. 10:00-10:58 am	8	83
ANYTHING YOU CAN DO	M-F 4:00- 4:30	6	67
TARGET THE IMPOSSIBLE	Tue. 9:30-10:00	6	70
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	5	82
□ SOMERSET	M-F 2:30- 3:00	5	84
+ UNTAMED WORLD	Sun. 5:00- 5:30	5	80
QUESTION PERIOD	Sun. 4:30- 5:00	1	\$

♣ Pre-empted in some areas

* Re-scheduled in some areas

+ Not carried (on this day and at this time) on all CTV stations

± Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

□ Pre-empted on Thursday

△ Broadcast 11:30-11:50 pm on Saturday and Thursday

\$ Sample too small for reliable reporting of enjoyment level

- On Thursday (at 10:00-10:30 pm on the metronet and on some CBC affiliate stations) the nighttime edition of TAKE 30 presented a first-hand account of the situation in the drought-stricken West African country of Niger. The program included comment by representatives of various organizations who are offering assistance and discussed Canadian policy regarding aid to that country. With viewing at the usual 'Take 30/60' level of 3 per cent, the broadcast was moderately well received with an enjoyment index of 73.
- CBC NEWSMAGAZINE (which followed on the metronet and on some CBC affiliates at 10:30-11:00 pm) this week was pre-empted in the Atlantic provinces. Hosted, as usual, by Lloyd Robertson, the program on this occasion attempted to determine the extent and depth of both anti-Nixon and pro-Nixon movements in the U.S. The audience, unchanged from the last 'Newsmagazine' two weeks before, was 4 per cent; the index of enjoyment, a typically high 82.
- At 10:00-10:30 pm on Tuesday, UP CANADA drew its usual audience of 7 per cent. There was, however, a slight increase in viewer enjoyment of the program this week over most earlier editions. At 68, the enjoyment index for this fifth program topped the indices in the 50-64 range recorded for preceding 'Up Canada' broadcasts.
- Conversely, SOME HONOURABLE MEMBERS which follows at 10:30-11:00 pm this week had its least favourable audience reception to date. Whereas earlier 'Honourable Members' programs have had indices of enjoyment in the moderately favourable 66-69 range, Tuesday's broadcast rated a rather low enjoyment index of 59. Results of special questioning revealed nothing more specific than that some of those who watched this particular edition with M.P's Macquarrie, Mackasey and Rodriguez found the subject matter (parliamentary rules and procedures) rather dull and uninteresting. The audience, unchanged from preceding weeks, was 4 per cent.
- THIS LAND (Wednesday, 8:00-8:30 pm) drew an about-average 8 per cent audience this week with a program titled 'Down Home Country' - a visit to the Campbellton, New Brunswick hometown of playwright-composer Tom Gallant. The index of audience enjoyment was 76 - some 5 points short of the high enjoyment norm for preceding programs in this much enjoyed series.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: NOVEMBER 16-22, 1973

DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 16th	7:00- 7:30	Local Programming		10	+ STARLOST
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	ALL IN THE FAMILY	32	12	+ SANFORD AND SON
	8:30- 9:00	MASH	23	18	FRIDAY NIGHT MOVIE (Shaft- 'Hit And Run')
	9:00- 9:30	TOMMY HUNTER	16		
	9:30-10:00				
	10:00-10:30	Not Complete Network		12	+ F.B.I.
	10:30-11:00				
SUN 18th	7:00- 7:30	Not Complete Network		13	+ THE BRADY BUNCH
	7:30- 8:00	* THE WALTONS	27	#	FRANK SINATRA SPECIAL: 'Ol' Blue Eyes Is Back'
	8:00- 8:30				
	8:30- 9:00	NEEDLES AND PINS	11	17	CTV SUNDAY NIGHT MOVIE (McMillan And Wife - The Devil You Say')
	9:00- 9:30	TO THE WILD COUNTRY: 'The Wild Pacific Shore'	12		
	9:30-10:00	DAYS BEFORE YESTERDAY (1930-1935)	8		
	10:00-10:30				
	10:30-11:00				
MON 19th	7:00- 7:30	Local Programming		12	+ GIRL WITH SOMETHING EXTRA
	7:30- 8:00	Not Complete Network		#	'PATSY'
	8:00- 8:30	THE PARTRIDGE FAMILY	19	16	+ THE ROOKIES
	8:30- 9:00	CANNON	24		
	9:00- 9:30			#	'LADY LUCK'
	9:30-10:00	THIS IS THE LAW	19	12	PIG 'N' WHISTLE
	10:00-10:30	IN THE SOUTH SEAS ('Karekare')	7	18	MEDICAL CENTRE
	10:30-11:00	MAN ALIVE	5		
TUE 20th	7:00- 7:30	Local Programming			Not Complete Network
	7:30- 8:00			9	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	21	9	+ TEMPERATURES RISING
	8:30- 9:00	POLICE STORY	17	16	KOJACK
	9:00- 9:30				
	9:30-10:00	FRONT PAGE CHALLENGE	18	6	TARGET THE IMPOSSIBLE
	10:00-10:30	UP CANADA	6	19	+ MARCUS WELBY, M.D.
	10:30-11:00	SOME HONOURABLE MEMBERS	4		
S-S	11:00-11:20	CBC NEWS	13	9	± CTV NEWS

* Broadcast 4:30-5:30 pm in the Atlantic regions.

Broadcast at 11:30-11:50 pm on Saturday and Thursday.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday, Wednesday and Thursday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday, Wednesday and Thursday data in this table.

- This week's program in the TO SEE OURSELVES drama series (Wednesday, 8:30-9:00 pm) was 'The Painted Door', a television adaptation of Sinclair Ross's classic tale set in the Canadian West. Starring were Sabina Maydelle, Jon Granik and Doug McGrath. With viewing at the 6 per cent level, the broadcast rated an audience enjoyment index of 62, both these measures being virtually unchanged from those recorded for the last two 'To See Ourselves' plays.
- Immediately following 'The Painted Door' at 9:00-10:30 pm, the network again presented the David French drama LEAVING HOME about the break-up of a Newfoundland family living in Toronto during the 1950's. Produced for television by Robert Lawrence Productions in association with the CBC, it starred Maureen Fitzgerald, Frank Moore, Mel Tuck and Sean Sullivan. On this occasion it drew an audience of 14 per cent - some 4 percentage points bigger than the audience attracted to the original 'Leaving Home' which ran half an hour later on Wednesday, November 29 of last year. Though, again, viewers of the play felt it had accurately portrayed a real-life situation, many of those who watched this week's broadcast were somewhat disturbed by some of the language used and by the family conflict illustrated in the play. As a result, overall audience reaction to this repeat presentation was not particularly favourable, the enjoyment index of 59 being only about equal to the enjoyment norm maintained by CBC drama in recent seasons.
- Making its ninth appearance in the Friday, 10:00-11:00 pm slot on the metronet and on some CBC affiliated stations, THE WORLD AT WAR this week focused on the June 1942 - February 1943 Russian defence of Stalingrad. About equalling viewing and enjoyment levels attained by preceding programs in the series, the broadcast drew a 5 per cent audience and rated an enjoyment index of 77.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/73/44

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: NOVEMBER 23-29, 1973

THIS WEEK

The regular Saturday and Sunday schedules were disrupted this week by special 'Grey Cup' programming; this included the 'Parade', 'Festival', 'Preview' and the Grey Cup game itself. The network also provided live coverage of the 'Canadian College Bowl' game between McGill and St. Mary's University, presented a repeat showing of 'Michelangelo - A Most Rare Event' and a CBC News Special featuring Opposition replies to the Prime Minister's 'energy' address. Due to insufficient advance notice of scheduling, however, no audience information is available for the News program. The week also marked the return of 'The Nature of Things' and the debut of the CBC's new 'Musicamera' series.

Regular CBC programs pre-empted throughout the country this week included 'NFL Football', and 'Dollars and Sense'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- CBC's English network coverage from Toronto of this year's Ottawa-Edmonton Grey Cup Game, and associated programming, was very well received. With CBC and CTV commentators sharing broadcasting duties, identical coverage of the GREY CUP GAME (1:00-4:39 pm EST) was provided by all English language stations. The audience watching the game on CBC stations this year was 34 per cent - somewhat bigger than the CBC Grey Cup audience of the year before and more in line with audiences of 35-40 per cent recorded for 'Grey Cup' contests in the years 1968-71. And, with viewing on CTV stations being down slightly from last year, the CBC's audience advantage over CTV coverage of the game in the common CBC-CTV reception area was about 3:2. The index of audience enjoyment for the Ottawa-won contest was 82-83 - about average for these CFL Championship contests.
- GREY CUP PREVIEW, which preceded the game at 12:00-1:00 pm EST and which usually draws an audience about half as big as the game itself, this week had a national audience of 14 per cent as against a 1972 audience of 16 per cent. This too was much enjoyed by those who watched it, the index of audience enjoyment being 78.
- Though as much enjoyed as ever (audience enjoyment index 81), the GREY CUP PARADE also showed somewhat of a decline in viewing this year. At 16 per cent, the audience to CBC coverage of the 'Parade', which ran from 9:30-11:20 am EST across the country, was only about four-fifths as big as the CBC Saturday morning audience to last year's parade and was, in fact, smaller than any audience recorded for CBC coverage of a 'Grey Cup Parade' in recent years. Nonetheless, in the common CBC-CTV coverage area, about twice as many viewers watched the parade on a CBC station as on CTV - and this despite the fact that, in western areas, CTV coverage was delayed to 9:30 am local time.
- GREY CUP FESTIVAL (which followed CBC coverage of the Parade at 11:30 am - 1:00 pm on the metronet and on some CBC affiliate stations) drew a national audience of 8 per cent - the same size of audience that it had with full network exposure last year. This too was well received with an audience enjoyment index of 82.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+ GREY CUP GAME (Edmonton vs Ottawa)	Sun. 1:00- 4:39	34	83
ALL IN THE FAMILY	Fri. 8:00- 8:30	32	87
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	32	87
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:34	32	77
THE WALTONS	Sun. 7:30- 8:30	30	87
CANNON	Mon. 8:30- 9:30	29	81
MARY TYLER MOORE	Tue. 8:00- 8:30	24	76
CAROL BURNETT	Thu. 8:00- 9:00	23	70
POLICE STORY	Tue. 8:30- 9:30	23	82
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	22	75
THIS IS THE LAW	Mon. 9:30-10:00	20	75
THE BEACHCOMBERS	Sun. 7:00- 7:30	20	70
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	18	81
* TOMMY HUNTER	Fri. 9:00-10:00	16	82
+ GREY CUP PARADE	Sat. 9:30-11:20am	16	81
CBC NATIONAL NEWS	S-S 11:00-11:21	15	79
+ GREY CUP PREVIEW	Sun. 12:00- 1:00	14	78
NEEDLES AND PINS	Sun. 8:30- 9:00	13	60
EDGE OF NIGHT	M-F 3:30- 4:00	11	85
THE NATURE OF THINGS (Puffins)	Mon. 10:00-10:30	11	85
+ 'VANIER CUP'	Sat. 1:00- 3:41	9	72
+ SINGALONG JUBILEE	Sat. 10:35-11:00	9	67
CBC DRAMA '73 ('The Changeling')	Sun. 9:00-10:00	8	63
UP CANADA	Tue. 10:00-10:30	8	65
THIS LAND	Wed. 8:00- 8:30	8	80
FAMILY COURT	M-F 4:00- 4:30	7	77
DAYS BEFORE YESTERDAY (1935-1939)	Sun. 10:00-11:00	7	78
MUSICAMERA ('Royal Anniversary')	Wed. 9:00-10:00	6	66
MAN ALIVE	Mon. 10:30-11:00	5	76
TO SEE OURSELVES ('The Man Who Ran Away')	Wed. 8:30- 9:00	5	61
SOME HONOURABLE MEMBERS	Tue. 10:30-11:00	5	67
TOMMY BANKS	Wed. 10:30-11:00	5	74
'MICHELANGELO - A MOST RARE EVENT' (Repeat)	Wed. 10:00-10:30	4	70
TAKE THIRTY	M-F 3:00- 3:30	3	73
± * COUNTRY CANADA	Sun. 4:30- 5:00	3	\$
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	2	\$
* MUSIC TO SEE	Sun. 5:00- 5:30	2	\$
¢ PROVINCIAL AFFAIRS	Sat. 11:15-11:21	2	\$
+ SPORTSWEEK	Sat. 3:42- 4:00	2	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

* Re-scheduled in some areas

± Joined in progress in some areas

¢ Not telecast in Quebec and Atlantic regions

\$ Sample too small for reliable reporting of enjoyment level

- Returning after a two-week absence, CBC DRAMA '73 (Sunday at 9:00-10:00 pm) this week drew an audience of 8 per cent as against recent 'Drama '73' audiences of 9-10 per cent. The play, 'The Changeling', was written by Tony Sheer who also starred in it along with Neil Munro and others. Like 'Rap City' (Sheer's autobiographical drama of last year), it concerned a young boy who couldn't cope with the pressures of society and so turned to crime. As with the earlier play, 'The Changeling' was much praised for the quality of the acting and for the 'real life' authenticity of the story but was subject to some criticism for the crime and violence it portrayed. The resultant index of audience enjoyment was 63 - just 4 points higher than that of 'Rap City' and about average for the 'CBC Drama '73' series if one excludes the unusually high 87 index of the November 4 medical drama 'Welcome Stranger'.
- With a 7 per cent audience again this week, THE DAYS BEFORE YESTERDAY which follows at 10:00-11:00 pm, continues to draw an audience somewhat smaller than the average audience maintained in the Sunday, 10:00-11:00 pm slot by last season's 'Weekend' series. Focusing on the 1935-1939 period in Canadian history, this fourth program touched on the federal election of 1935, the country's economic situation, revolutionary movements, hunger marches, the growth of Communist and Facist movements, the Coronation of King George VI and the Royal Visit of 1939. The index of audience enjoyment was 78 as against the series' previous indices of 74-76.
- Returning to the same Monday, 10:00-10:30 pm slot that it occupied last season, THE NATURE OF THINGS this week began its 1973-74 season with a study of the puffin, a near-extinct species of sea bird. With many viewers obviously in sympathy with the program's concern for the survival of the threatened birds, the broadcast, like most 'Nature of Things' programs in past seasons, was very well received by those who watched it - index of enjoyment 85. At 11 per cent, the 'Puffins, Predators and Pirates' audience equalled peak Monday, 10:00-10:30 pm audiences to the just-completed 'In The South Seas' series but was about average for a 'Nature of Things' program.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: NOVEMBER 23-29, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE	Thu. 7:30- 8:00	21	79
THE IRISH ROVERS	Fri. 7:30- 8:00	17	85
GILLIGAN'S ISLAND	M-F 5:30- 6:00	13	78
LOTSA LUCK	Mon. 7:30- 8:00	12	76
♣ HYMN SING	Sun. 5:30- 6:00	8	81
♣ GREY CUP FESTIVAL '73	Sat. 11:30- 1:00	8	82
COUNTRYTIME	Thu. 9:30-10:00	7	79
WORLD AT WAR	Fri. 10:00-11:00	6	80
DELILAH	Thu. 9:00- 9:30	4	59
HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	4	71
* MUSIC MACHINE	Sat. 6:30- 7:00	4	62
TAKE SIXTY	Thu. 10:00-11:00	3	69
MR. CHIPS	Wed. 7:45- 8:00	3	63
VIEWPOINT	M-F 11:22-11:29	3	73
JULIETTE AND FRIENDS	M-F 2:00- 2:30	3	70
* REPLAY	Sat. 7:30- 8:00	3	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	74
* UPDATE	Sat. 6:00- 6:30	2	\$
AUDUBON WILDLIFE THEATRE	M,W,F 1:30- 2:00	2	92
NORMAN CORWIN PRESENTS	Tu & Th 1:30- 2:00	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	18	85
<u>CTV PROGRAMS</u>			
♣ HOCKEY - NHL	Wed. 8:00-10:53	27	74
* KUNG FU	Thu. 8:00- 9:00	23	83
IRONSIDE	Thu. 9:00-10:00	21	79
FRIDAY NIGHT MOVIE ('Scream, Pretty Peggy')	Fri. 8:30-10:00	21	72
♣ GREY CUP GAME (Edmonton vs Ottawa)	Sun. 1:00- 4:39	19	82
* THE STREETS OF SAN FRANCISCO	Thu. 10:00-11:00	18	83
MEDICAL CENTRE	Mon. 10:00-11:00	18	80
CTV SUNDAY NIGHT MOVIE ('The Alpha Caper')	Sun. 8:30-10:00	18	83
SONNY AND CHER	Sun. 7:30- 8:30	17	73
* MARCUS WELBY, M.D.	Tue. 10:00-11:00	15	85
ACADEMY PERFORMANCE ('The Snoop Sisters') (Repeat)	Sat. 8:00-10:00	15	77
* THE ROOKIES	Mon. 8:00- 9:00	15	83
KOJACK	Tue. 8:30- 9:30	13	81
* F.B.I.	Fri. 10:00-11:00	13	75
* SANFORD AND SON	Fri. 8:00- 8:30	13	85
PIG AND WHISTLE	Mon. 9:30-10:00	12	77
POLICE SURGEON	Sat. 7:30- 8:00	12	74
ADAM'S RIB	Mon. 9:00- 9:30	12	71
* GIRL WITH SOMETHING EXTRA	Mon. 7:00- 7:30	11	74
ANOTHER WORLD	M-F 3:00- 3:30	9	89
* STARLOST	Fri. 7:00- 8:00	9	59
△ CTV NATIONAL NEWS	S-S 11:00-11:20	9	79
WS	Sun. 10:00-11:00	9	73
* SHAKE, ROCK AND ROLL	Sat. 7:00- 7:30	8	67
♣ GREY CUP PARADE	Sat. 9:30-11:13	8	81
* IAN TYSON	Thu. 7:00- 7:30	8	76
* UNTAMED WORLD	Sun. 5:00- 5:30	7	85
* DIANA	Mon. 7:30- 8:00	7	67
* WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	7	76
TARGET THE IMPOSSIBLE	Tue. 9:30-10:00	6	72
ANYTHING YOU CAN DO	M-F 4:00- 4:30	6	68
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	5	84
SOMERSET	M-F 2:30- 3:00	5	84
* SPORTS BEAT '73	Wed. 10:53-11:23	4	75
♣+ QUESTION PERIOD	Sun. 4:30- 5:00	2	\$

♣ Joined in progress in some areas

♣ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

* Re-scheduled in some areas

* Not telecast (on this day and at this time) on all CTV stations

△ Broadcast 11:26-11:46 pm on Wednesday

\$ Sample too small for reliable reporting of enjoyment level

- Following this at 10:30-11:00 pm, a fairly typical MAN ALIVE audience of 5 per cent was attracted to the final program of the series' three-part sub-series on human values. Maintaining the level of enjoyment attained by last week's 'Values and Community with Dr. Han Suyin', this one, 'Values and the Universe with Dr. Barbara Ward' rated an index of 76.
- This week's audience to UP CANADA (Tuesday, 10:00-10:30 pm) was 8 per cent - just marginally bigger than the 6-7 per cent audiences of preceding editions. The enjoyment index on this occasion was 65 - within the 58-68 index range of most previous 'Up Canada' programs.
- SOME HONOURABLE MEMBERS, which follows at 10:30-11:00 pm, also had if anything a slightly bigger-than-usual audience this week - 5 per cent against recent audiences of 4 per cent. And, following a decline in audience enjoyment of 'Some Honourable Members' last week (index 59), the series this week rated an enjoyment index of 67 that about equalled the index of each of its four earlier editions.
- Titled 'When The Fish Is Runnin', this week's program in the THIS LAND series (Wednesday, 8:00-8:30 pm) visited with Newfoundland dory fisherman Leonard Snook. With virtually no change in either viewing or audience enjoyment of the series from recent weeks, the broadcast drew an 8 per cent audience and was much enjoyed with an index of 80.
- Nor was there any significant change this week in the size of audience or index of enjoyment of the TO SEE OURSELVES drama series which follows at 8:30-9:00 pm. With viewing at the 5 per cent mark, 'The Man Who Ran Away' - the story of a middle-aged man who is dissuaded from suicide by a chance meeting with two youths - rated an audience enjoyment index of 61.
- Wednesday of this week marked the debut of the network's new MUSICAMERA series of music specials. Broadcast in the 9:00-10:00 pm slot, it opened with 'Royal Anniversary', a program featuring the National Arts Centre Orchestra in concert at the Bath Music Festival in England. Close to half of those who watched the broadcast rated it one they had 'very much' enjoyed, fewer than one in ten indicated they hadn't enjoyed it 'at all', and the remainder of viewer opinion fell between these two extremes. The resultant enjoyment index for the audience as a whole was 66. The audience was 6 per cent - a relatively small one for a program running at about this hour on Wednesday evening.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: NOVEMBER 23-29, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 23rd	7:00- 7:30	Local Programming		
	7:30- 8:00	Not Complete Network	10	+ STARLOST
	8:00- 8:30	ALL IN THE FAMILY	32	13 + SANFORD AND SON
	8:30- 9:00	OPPOSITION REPLIES TO PRIME MINISTER TRUDEAU	#	
	9:00- 9:30	* TOMMY HUNTER	16	22 FRIDAY NIGHT MOVIE ('Scream, Pretty Peggy')
	9:30-10:00			
	10:00-10:30	Not Complete Network	14	F.B.I.
	10:30-11:00			
SUN 25th	1:00- 3:00	△ GREY CUP GAME	34	21 △ GREY CUP GAME
	3:00- 4:40			
	7:00- 7:30	THE BEACHCOMBERS	19	# 'LITTLE DRUMMER BOY'
	7:30- 8:00			
	8:00- 8:30	THE WALTONS	29	19 SONNY AND CHER
	8:30- 9:00	NEEDLES AND PINS	11	
	9:00- 9:30	CBC DRAMA '73 ('The Changeling')	8	19 CTV SUNDAY NIGHT MOVIE ('The Alpha Caper')
	9:30-10:00			
	10:00-10:30	DAYS BEFORE YESTERDAY (1935-1939)	6	9 W5
	10:30-11:00			
MON 26th	7:00- 7:30	Local Programming	12	+ GIRL WITH SOMETHING EXTRA
	7:30- 8:00	Not Complete Network	7	+ DIANA
	8:00- 8:30	THE PARTRIDGE FAMILY	21	16 + THE ROOKIES
	8:30- 9:00	CANNON	28	
	9:00- 9:30		12	ADAM'S RIB
	9:30-10:00	THIS IS THE LAW	19	13 FIG 'N' WHISTLE
	10:00-10:30	THE NATURE OF THINGS (Puffins)	11	
	10:30-11:00	MAN ALIVE	5	19 MEDICAL CENTRE
TUE 27th	7:00- 7:30	Local Programming		Not Complete Network
	7:30- 8:00		#	'THE SELFISH GIANT'
	8:00- 8:30	MARY TYLER MOORE	24	# + 'OPERATION HANG TEN'
	8:30- 9:00			
	9:00- 9:30	POLICE STORY	21	14 KOJACK
	9:30-10:00	FRONT PAGE CHALLENGE	17	6 TARGET THE IMPOSSIBLE
	10:00-10:30	UP CANADA	8	
	10:30-11:00	SOME HONOURABLE MEMBERS	5	16 + MARCUS WELBY, M.D.
THU 29th	7:00- 7:30	Local Programming	8	+ IAN TYSON
	7:30- 8:00	Not Complete Network		Not Complete Network
	8:00- 8:30			
	8:30- 9:00	CAROL BURNETT	21	24 + KUNG FU
	9:00- 9:30			
	9:30-10:00	Not Complete Network	22	IRONSIDE
	10:00-10:30			
	10:30-11:00		20	+ THE STREETS OF SAN FRANCISCO
S-S	11:00-11:20	CBC NEWS	14	9 # CTV NEWS

* Broadcast at 8:30-9:30 pm in the Atlantic regions

△ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

Broadcast at 11:26-11:46 pm on Wednesday

+ Not carried (on this day and at this time) on all CTV stations

Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

- At 10:00-10:30 pm on Wednesday the network repeated MICHELANGELO - A MOST RARE EVENT, a program first shown in December 1970 as one of three music specials marking the bicentenary of the birth of composer Ludwig van Beethoven. The CBC production featured concert pianist Arturo Benedetti Michelangeli in a recital of Beethoven compositions. The 4 per cent audience to this week's broadcast was only about half as big as the (Wednesday, 9:00-9:30 pm) audience to the original but about average for a program beginning at 10:00 pm on Wednesday evening. On this occasion, the audience enjoyment index of the Michelangeli recital was 70, lower by only 5 points than the index for the original broadcast.
- In its late (10:00-11:00 pm) Friday evening slot on the metronet and on some affiliate stations, THE WORLD AT WAR continues to be very much enjoyed by relatively small weekly audiences of 5-6 per cent. With viewing at the 6 per cent mark, this week's 'Wolfpack' - recalling German U-boat attacks on Allied merchant ships in the Atlantic - rated a typically high audience enjoyment index of 80.
- With viewing down 2 percentage points from the week before, DELILAH (Thursday, 9:00-9:30 pm on the metronet and on some CBC affiliate stations) this week drew a 4 per cent audience. Typical of the series in general, this eighth edition rated a low enjoyment index of 59.
- SINGALONG JUBILEE (following hockey at 10:35-11:00 pm EST on Saturday) continues to be received with significantly less enthusiasm this season than last. The enjoyment index for this week's edition was 67 as against a 1972-73 'Singalong' enjoyment norm of 79. The series continues also to draw an audience several percentage points smaller than the audience maintained by 'Countrytime' in this same post-hockey slot last season. On this occasion it had a fairly typical audience of 9 per cent.
- This week's edition of TAKE 60 (Thursday, 10:00-11:00 pm on the metronet and on some CBC affiliate stations) included an examination of Canadian immigration policies; Grey Cup highlights; comment on the energy crisis; follow-up interviews with several high-school drop-outs first interviewed a year ago; and a segment on Windsor, Ontario radio station CKLW. As a whole, the broadcast was only moderately well received with an enjoyment index of 69. Maintaining the viewing level of preceding programs in the 'Take 30/60' series, this seventh edition drew a small national audience of 3 per cent.

- . The weekday TAKE 30 series (3:00-3:30 pm) this week was also just moderately well received with an average index of enjoyment of 73 for its five broadcasts. Most enjoyed of these programs were the Tuesday visit to Honduras and Wednesday's memorial tribute to psychologist-author Dr. Haim Ginott. These rated indices of 77-78 as against an index in the lower 68-72 range for each of the other three broadcasts. These included: on Friday, a look at 'special interest' magazines; on Monday, an examination of Canada's energy situation; and on Thursday, interviews with artists Esther Warkov and Daphne Odjig. The average day audience to 'Take Thirty' this week was 3 per cent, the cumulative audience over the five-day period, 7 per cent.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/73/45

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: NOVEMBER 30 - DECEMBER 6, 1973

THIS WEEK

Special network programming this week included an 'International Badminton' competition, the 'Canadian Diving Championships', the musical 'West Meets East' and a special one-hour edition of 'The Nature of Things'. However, due to insufficient advance notice of scheduling, no audience information is available for the 'Diving' program. Nor is data available for the network's two memorial tributes to David Ben Gurion.

Regular CBC programs pre-empted throughout the country this week included 'Replay', 'Music To See', and 'Man Alive'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

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THE TABLES

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TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Making its eighth and final appearance in the Sunday, 9:00-10:00 pm slot, CBC DRAMA '73' this week presented 'Lighten My Darkness', a Charles Israel play about the marital difficulties a couple experience after the wife, who was blind at birth, gains her sight through surgery. With more than three-quarters of those who watched the program rating it one they had enjoyed either 'very much' or 'quite a bit', the index of enjoyment for the audience as a whole was 77 - much above indices in the 62-69 range recorded for most earlier 'CBC Drama '73' presentations and well above the 58-59 enjoyment norm of CBC drama presentations in general. At 12 per cent, the 'Lighten My Darkness' audience was marginally bigger than any previously attracted to a 'Drama '73' broadcast. The complete audience record for the series:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 30	'More Joy In Heaven' - a Ron Weyman dramatization of the Morley Callaghan novel (part one)	8	68
Oct. 7	'More Joy In Heaven' (part two)	7	69
Oct. 14	'Vicky' by Grahame Woods	10	63
Oct. 21	'A Bird In The House' - a Margaret Laurence drama adapted for television by Patricia Watson	9	58
Oct. 28	'Our Ms. Hammond' by Joseph Schull	9	62
Nov. 4	'Welcome Stranger' by Kaino Thomas	10	87
Nov. 25	'The Changeling' by Tony Sheer	8	63
Dec. 2	'Lighten My Darkness' by Charles Israel	12	77

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: NOVEMBER 30 - DECEMBER 6, 1973

PROGRAM	DAY TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	36	88
ALL IN THE FAMILY	Fri. 8:00- 8:30	34	89
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:37	31	80
THE WALTONS	Sun. 7:30- 8:30	29	88
CANNON	Mon. 8:30- 9:30	26	83
MASH	Fri. 8:30- 9:00	24	82
MARY TYLER MOORE	Tue. 8:00- 8:30	23	76
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	23	76
CAROL BURNETT	Thu. 8:00- 9:00	22	75
POLICE STORY	Tue. 8:30- 9:30	21	82
THE BEACHCOMBERS	Sun. 7:00- 7:30	20	71
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	19	78
THIS IS THE LAW	Mon. 9:30-10:00	18	73
TOMMY HUNTER	Fri. 9:00-10:00	18	82
CBC NATIONAL NEWS	S-S 11:00-11:21	15	80
NEEDLES AND PINS	Sun. 8:30- 9:00	13	61
CBC DRAMA '73 ('Lighten My Darkness')	Sun. 9:00-10:00	12	77
EDGE OF NIGHT	M-F 3:30- 4:00	11	87
+ SINGALONG JUBILEE	Sat. 10:30-11:00	10	68
+ FOOTBALL - NFL (Minnesota at Cincinnati)	Sun. 1:00- 3:40	8	72
THIS LAND	Wed. 8:00- 8:30	7	71
UP CANADA	Tue. 10:00-10:30	7	65
DAYS BEFORE YESTERDAY (1939-1945)	Sun. 10:00-11:00	7	73
FAMILY COURT	M-F 4:00- 4:30	7	77
TO SEE OURSELVES ('A Trip To The Coast')	Wed. 8:30- 9:00	6	48
SOME HONOURABLE MEMBERS	Tue. 10:30-11:00	5	67
THE NATURE OF THINGS ('The Club of Rome')	Mon. 10:00-11:00	5	74
MUSICAMERA ('Prize Winners '73')	Wed. 9:00-10:00	5	62
TOMMY BANKS	Wed. 10:30-11:00	5	66
NATION'S BUSINESS (Progressive Conservative Party)	Sun. 11:15-11:21	4	62
± PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	\$
* INTERNATIONAL BADMINTON	Sat. 2:00- 3:00	3	75
'WEST MEETS EAST' (Music Special)	Wed. 10:00-10:30	3	\$
TAKE THIRTY	M-F 3:00- 3:30	3	79
* COUNTRY CANADA	Sun. 4:30- 5:00	3	\$
+ SPORTSWEEK	Sun. 3:41- 4:00	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

± Joined in progress at 10:39 pm EST on National Network; 10:30-11:00 pm in the Toronto region

± Not telecast in Quebec and the Atlantic regions

* Re-scheduled in some areas

\$ Sample too small for reliable reporting of enjoyment level

- In its usual 10:00-11:00 pm slot on Sunday, THE DAYS BEFORE YESTERDAY this week ran directly against the CTV network's repeat showing of the 'Human Journey' program 'How We Adapt'. And, in those areas where both were fully available, this CTV replacement for the regular 'W5' and CBC's 'Days Before Yesterday' shared audience about equally. At the national level, Sunday's audience to 'Days Before Yesterday' was 7 per cent - virtually unchanged from audiences to preceding editions. Titled 'For King And Country', this fifth instalment of the CBC series focused on Canadian political happenings during the World War II years of 1939-1945. The index of audience enjoyment was 73 as against 'Days Before Yesterday's' average index of 76.
- The subject of this week's program in the Thursday night TAKE 30/60 series (on this occasion, 10:00-10:30 pm on the metronet and on some CBC affiliate stations) was the fast-declining New York Stock Market. However, with viewing at the low 3 per cent level, no information is available as to how much the program was enjoyed by those who watched it.
- Following this (at 10:30-11:00 pm on the metronet and on some affiliate stations) the bi-weekly CBC NEWSMAGAZINE series discussed the Canadian government's newly-announced policies regarding the energy crisis. With viewing at the usual 'Newsmagazine' level of 4 per cent, the broadcast rated an audience enjoyment index of 82.
- Earlier on Thursday (at 9:00-9:30 pm) the metronet and some CBC affiliate stations presented another edition of the generally poorly received DELILAH comedy series. At 65, the enjoyment index for Thursday's broadcast was at least slightly higher than indices in the 50-59 range recorded for most preceding episodes. The audience was 4 per cent - about average for the series as a whole.
- With no change in the size of its audience from most preceding editions this season, THIS LAND this week (Wednesday, 8:00-8:30 pm) drew an audience of 7 per cent. There was, however, a significant decline in viewer enjoyment of the program on this occasion. At 71, the audience enjoyment index of 'The Mackenzie Pipeline' - an examination of possible adverse effects of the proposed pipeline - was, in fact, one of the lowest recorded for a 'This Land' program either this season or last (average index 80-81).

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: NOVEMBER 30 - DECEMBER 6, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE	Thu. 7:30- 8:00	20	78
THE IRISH ROVERS	Fri. 7:30- 8:00	16	86
GILLIGAN'S ISLAND	M-F 5:30- 6:00	15	78
LOTSA LUCK	Mon. 7:30- 8:00	13	80
HYMN SING	Sun. 5:30- 6:00	9	81
COUNTRYTIME	Thu. 9:30-10:00	7	79
WORLD AT WAR	Fri. 10:00-11:00	6	75
HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	5	73
DELILAH	Thu. 9:00- 9:30	4	65
CBC NEWSMAGAZINE	Thu. 10:30-11:00	4	82
* CBC CURLING CLASSIC	Sat. 4:00- 5:00	3	76
VIEWPOINT	M-F 11:22-11:29	3	70
TAKE THIRTY	Thu. 10:00-10:30	3	\$
* MUSIC MACHINE	Sat. 6:30- 7:00	3	\$
MR. CHIPS	Wed. 7:45- 8:00	3	\$
* UPDATE	Sat. 6:00- 6:30	2	\$
JULIETTE AND FRIENDS	M-F 2:00- 2:30	2	73
ELWOOD CLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	2	75
⚡ AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	2	\$
* DOLLARS AND SENSE	Sun. 4:00- 4:30	1	\$
NORMAN CORWIN PRESENTS	Tue. 1:30- 2:00	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	20	86
<u>CTV PROGRAMS</u>			
‡ HOCKEY - NHL	Wed. 7:30-10:06	24	65
+ KUNG FU	Thu. 8:00- 9:00	22	81
+ THE STREETS OF SAN FRANCISCO	Thu. 10:00-11:00	19	86
SONNY AND CHER (Repeat)	Sun. 7:30- 8:30	19	76
ACADEMY PERFORMANCE ('Prudence And The Pill')	Sat. 8:00-10:00	18	75
IRONSIDE	Thu. 9:00-10:00	18	80
MEDICAL CENTRE	Mon. 10:00-11:00	17	83
FRIDAY NIGHT MOVIE (Various movies)	Fri. 8:30-10:00	16	76
+ THE ROOKIES	Mon. 8:00- 9:00	16	84
+ MARCUS WELBY, M.D.	Tue. 10:00-11:00	15	81
CTV SUNDAY NIGHT MOVIE ('Blood Feud')	Sun. 8:30-10:00	14	76
POLICE SURGEON	Sat. 7:30- 8:00	14	76
KOJACK	Tue. 8:30- 9:30	14	80
+ F.B.I.	Fri. 10:00-11:00	13	75
+ THE BRADY BUNCH	Sun. 7:00- 7:30	13	78
PIG AND WHISTLE	Mon. 9:30-10:00	12	73
+ GIRL WITH SOMETHING EXTRA	Mon. 7:00- 7:30	12	78
+ SANFORD AND SON	Fri. 8:00- 8:30	12	87
ADAM'S RIB	Mon. 9:00- 9:30	12	73
+ WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	10	83
△ CTV NATIONAL NEWS	S-S 11:00-11:20	9	79
ANOTHER WORLD	M-F 3:00- 3:30	9	88
+ TEMPERATURES RISING	Tue. 8:00- 8:30	9	75
+ STARLOST	Fri. 7:00- 8:00	8	59
+ IAN TYSON	Thu. 7:00- 7:30	8	75
+ UNTAMED WORLD	Sun. 5:00- 5:30	7	83
+ DIANA	Mon. 7:30- 8:00	7	63
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	7	78
TARGET THE IMPOSSIBLE	Tue. 9:30-10:00	6	73
THE HUMAN JOURNEY - 'How We Adapt' (Repeat)	Sun. 10:00-11:00	6	79
ANYTHING YOU CAN DO	M-F 4:00- 4:30	6	67
SOMERSET	M-F 2:30- 3:00	5	84
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	5	81
+ SPORTS BEAT '73	Wed. 10:38-11:07	2	\$
+ QUESTION PERIOD	Sun. 4:30- 5:00	2	\$

* Re-scheduled in some areas

⚡ Not telecast on Tuesday

‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

+ Not carried (on this day and at this time) on all CTV stations

△ Broadcast at 11:03-11:28 pm on Wednesday

\$ Sample too small for reliable reporting of enjoyment level

- This week's program in the TO SEE OURSELVES drama series (Wednesday, 8:30-9:00 pm) was 'A Trip To The Coast', a story by Alice Munro concerning a child's disappointment over the cancellation of a long-anticipated trip. With some one-third of those who watched rating the play as one they had enjoyed 'not too much' or 'not at all', the index of enjoyment for the audience as a whole was just 48 - a level of enjoyment in line with that attained by the October 10 play 'The Ferris Wheel' but much below the 61-62 indices of other 'To See Ourselves' presentations this season.
- Making its second appearance in the Wednesday 9:00-10:00 pm slot, the network's new MUSICAMERA series of music specials this week presented 'Prize Winners '73'. The broadcast featured performances by the various winners of the 14th national CBC Talent Festival. These included: pianist Robert Mayerovitch, mezzo soprano Mariana Paounova soprano Mary Lou Fallis, violinist Angela Cavadas and flutist Douglas Stewart. The audience, at 5 per cent, was just marginally smaller than the audience to last week's 'Musicamera' featuring the National Arts Centre Orchestra and just slightly smaller also than the 7 per cent audience attracted at 9:30 pm on Wednesday January 3 to last season's 'Talent Festival' program. As a whole, this week's broadcast rated an audience enjoyment index of 62 as against an index of 68 for last year's 'Talent' concert.
- Another music special followed at 10:00-10:30 pm. This was WEST MEETS EAST, a program produced by the United Nations to mark the 25th anniversary of the signing of the Universal Declaration of Human Rights. Featured were violinist Yehudi Menuhin and sitarist Ravi Shankar. At 3 per cent, the audience was too small to provide a reliable indication of viewer enjoyment of the broadcast.
- On Monday at 10:00-11:00 pm, THE NATURE OF THINGS presented 'Club Of Rome', a special hour-long report by an international group of scientists and economists of their studies regarding the course of modern civilization. With viewers generally finding the subject of the program to be both timely and important, the index of enjoyment for the audience as a whole was 74. The size of the audience was 5 per cent - only about half as big as last week's audience to the opening 'Nature of Things' program on the puffin.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: NOVEMBER 30 - DECEMBER 6, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS		CTV PROGRAM
FRI 30th	7:00- 7:30	Local Programming		9	+ STARLOST
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	ALL IN THE FAMILY	33	12	+ SANFORD AND SON
	8:30- 9:00	MASH	23		
	9:00- 9:30	TOMMY HUNTER	17	17	FRIDAY NIGHT MOVIE (Various movies)
	9:30-10:00				
	10:00-10:30	Not Complete Network	14	F.B.I.	
	10:30-11:00				
SUN 2nd	7:00- 7:30	THE BEACHCOMBERS	18	14	+ THE BRADY BUNCH
	7:30- 8:00	THE WALTONS	27	20	SONNY AND CHER (Repeat)
	8:00- 8:30				
	8:30- 9:00	NEEDLES AND PINS	11	15	CTV SUNDAY NIGHT MOVIE ('Blood Feud')
	9:00- 9:30	CBC DRAMA '73 ('Lighten My Darkness')	10		
	9:30-10:00	DAYS BEFORE YESTERDAY (1939-1945)	7	7	THE HUMAN JOURNEY - 'How We Adapt' (Repeat)
	10:00-10:30				
	10:30-11:00				
MON 3rd	7:00- 7:30	Local Programming		13	+ GIRL WITH SOMETHING EXTRA
	7:30- 8:00	Not Complete Network		7	+ DIANA
	8:00- 8:30	THE PARTRIDGE FAMILY	21	16	+ THE ROOKIES
	8:30- 9:00	CANNON	25		
	9:00- 9:30			12	ADAM'S RIB
	9:30-10:00	THIS IS THE LAW	17	13	PIG 'N' WHISTLE
	10:00-10:30	THE NATURE OF THINGS ('The Club of Rome')	5	18	MEDICAL CENTRE
	10:30-11:00				
TUE 4th	7:00- 7:30	Local Programming			Not Complete Network
	7:30- 8:00			7	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	22	9	+ TEMPERATURES RISING
	8:30- 9:00	POLICE STORY	20	15	KOJACK
	9:00- 9:30				
	9:30-10:00	FRONT PAGE CHALLENGE	19	6	TARGET THE IMPOSSIBLE
	10:00-10:30	UP CANADA	7	16	+ MARCUS WELBY, M.D.
	10:30-11:00	SOME HONOURABLE MEMBERS	4		
THU 6th	7:00- 7:30	Local Programming		8	+ IAN TYSON
	7:30- 8:00	Not Complete Network			Not Complete Network
	8:00- 8:30	CAROL BURNETT	21	23	+ KUNG FU
	8:30- 9:00				
	9:00- 9:30	Not Complete Network		19	IRONSIDE
	9:30-10:00				
	10:00-10:30				
		10:30-11:00			20
S - 5	11:00-11:20	CBC NEWS	14	10	CTV NEWS

♣ Broadcast at 11:08-11:28 pm on Wednesday

+ Not carried (on this day and at this time) on all CTV stations

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

- UP CANADA (Tuesday 10:00-10:30 pm) this week drew its usual 7 per cent audience to a program primarily devoted to an investigation of political patronage in the federal government. About equalling the enjoyment norm of the series to date, the broadcast rated an enjoyment index of 65.
- SOME HONOURABLE MEMBERS, which follows at 10:30-11:00 pm, this week drew another 5 per cent audience and rated an enjoyment index of 67. Both these measures are about average for the series as a whole.
- THE WORLD AT WAR (Friday, 10:00-11:00 pm on the metronet and on some CBC affiliated stations) this week drew its usual audience of 6 per cent. The broadcast, titled 'Red Star', focused on the Soviet Union during the years 1941-1943. The index of audience enjoyment was 75 as against a series' enjoyment norm of 78.

CBC Research
OTTAWA

A CBC RESEARCH REPORT

TV/74/1

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: DECEMBER 7-13, 1973

THIS WEEK

In addition to regular programming the network this week presented 'The Glass Menagerie', the season's second 'Wayne and Shuster Comedy', a 'Marketplace Special' and repeats of the 'To The Wild Country' documentary 'Winter Is A Way Of Life' and the 'Peanuts' cartoon 'A Charlie Brown Christmas'.

Regular CBC programs pre-empted throughout the country this week included 'The Waltons', 'Needles and Pins', 'To See Ourselves', 'Musicamera' and 'Take 30/60'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- At 10:00-10:30 pm on Thursday, the metronet and some CBC affiliated stations presented a MARKETPLACE SPECIAL titled 'Migros'. Hosted by regular 'Marketplace' hosts George Finstad and Joan Watson, the broadcast took viewers to Switzerland for a look at the 'Migros' merchandising operation, the purpose of which is to provide the consumer with high quality products at minimal cost. In line with audience reaction to an earlier 'Marketplace Special' on the current high cost of living and to most of last season's regular 'Marketplace' programs, the broadcast was well received (index of enjoyment 84) by its 3 per cent audience.
- Following this at 10:30-11:00 pm the metronet and some affiliate stations presented a CBC NEWSMAGAZINE report on the European Economic Community. Titled 'A Conflict Of Unity: The European Dilemma', it examined the effects of the current energy crisis on Holland and on other member countries and discussed the need for a common foreign policy. With viewing at the usual 'Newsmagazine' level of 4 per cent, the broadcast rated an audience enjoyment index of 80 - also about average for the series.
- Earlier on Thursday (at 9:00-9:30 pm on the metronet and on some affiliate stations) DELILAH drew its usual audience of 5 per cent. At 62, the index of enjoyment for the broadcast was about equal to indices recorded for the last two episodes and above the enjoyment norm of 52 of the preceding seven 'Delilah' programs.
- Wednesday of this week marked the television debut of David Susskind's production of Tennessee Williams' THE GLASS MENAGERIE. Broadcast at 8:30-10:30 pm, it ran in direct opposition to a CTV network presentation of the movie 'Star' - the life story of Gertrude Lawrence. At the national level, the audience to 'Glass Menagerie' was 18 per cent - a relatively big one for a serious drama presentation. And, with the CTV's 'Gertrude Lawrence' movie drawing an audience (13 per cent) only about half as big as audiences maintained by the regular Wednesday 'Hockey' series, the disparity between the audience to it and to 'Glass Menagerie', in the common CBC-CTV coverage area, was about 9:7 in favour of the CBC program. On the whole, neither of these drama presentations was particularly well received by those who watched it, the audience enjoyment index in each case being 65-66. In the case of 'Glass Menagerie', there was much praise for the acting of

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: DECEMBER 7-13, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY	Fri. 8:00- 8:30	33	86
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	32	86
CANNON	Mon. 8:30- 9:30	28	84
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:50	27	77
MASH	Fri. 8:30- 9:00	24	83
MARY TYLER MOORE	Tue. 8:00- 8:30	24	80
'A CHARLIE BROWN CHRISTMAS' (Repeat)	Sun. 7:30- 8:00	24	74
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	23	77
CAROL BURNETT	Thu. 8:00- 9:00	23	71
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	21	79
THE WAYNE AND SHUSTER COMEDY SPECIAL ('My Fair Partner')	Sun. 9:00-10:00	21	73
THIS IS THE LAW	Mon. 9:30-10:00	21	74
POLICE STORY	Tue. 8:30- 9:30	21	80
THE BEACHCOMBERS	Sun. 7:00- 7:30	19	72
TOMMY HUNTER	Fri. 9:00-10:00	19	83
'THE GLASS MENAGERIE'	Wed. 8:30-10:30	18	65
TO THE WILD COUNTRY - 'Winter Is A Way Of Life' (Repeat)	Sun. 8:00- 9:00	15	85
CBC NATIONAL NEWS	S-S 11:00-11:21	14	80
THE NATURE OF THINGS ('Ellesmere Land')	Mon. 10:00-10:30	11	90
EDGE OF NIGHT	M-F 3:30- 4:00	11	87
+ FOOTBALL - NFL (Cleveland at Cincinnati)	Sun. 1:00- 3:51	10	73
UP CANADA	Tue. 10:00-10:30	10	68
THIS LAND	Wed. 8:00- 8:30	9	82
DAYS BEFORE YESTERDAY (1945-1949)	Sun. 10:00-11:00	8	74
+ FOOTBALL - NFL (Minnesota at Green Bay)	Sat. 1:00- 4:08	7	73
FAMILY COURT	M-F 4:00- 4:30	7	76
MAN ALIVE	Mon. 10:30-11:00	6	67
△ + SINGALONG JUBILEE	Sat. 10:52-11:00	6	72
TOMMY BANKS	Wed. 10:30-11:00	6	61
SOME HONOURABLE MEMBERS	Tue. 10:30-11:00	5	66
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	4	60
‡ PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	\$
TAKE THIRTY	M-F 3:00- 3:30	3	75
* COUNTRY CANADA	Sun. 4:30- 5:00	2	\$
MUSIC TO SEE	Sun. 5:00- 5:30	2	\$
+ SPORTSWEEK	Sun. 3:52- 4:00	2	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

‡ No data for Vancouver game

△ Broadcast 10:30-11:00 pm EST in British Columbia; 10:37-11:00 pm in the Montreal region

‡ Not telecast in Quebec and Atlantic regions

* Re-scheduled in some areas

\$ Sample too small for reliable reporting of enjoyment level

Katharine Hepburn in her role as Amanda and close to half the audience actually rated the program as one they had 'very much' enjoyed. However, the counterweight of much more negative opinion on the part of a substantial minority of viewers resulted in the overall audience enjoyment index of 65.

- Broadcast in its usual Monday, 10:00-10:30 pm slot, THE NATURE OF THINGS this week drew an audience of 11 per cent - equal in size to the audience to the opening 'Nature of Things' program on the 'Puffin' and about twice as big as last week's audience to the series' hour-long 'Club Of Rome' broadcast. Titled 'Ellesmere Land', Monday's program studied plant and animal life on Ellesmere Island in the Canadian Arctic. With most viewers rating it a clearly presented program from which they had learned either 'very much' or 'quite a bit', 'Ellesmere Land' (like most outdoor-wildlife broadcasts) was specially well received by those who watched it - index of enjoyment, 90.
- MAN ALIVE, which follows at 10:30-11:00 pm, this week dealt with the subject of man's constant search for 'Immortality'. With viewing at the usual 'Man Alive' level of 6 per cent, the broadcast was only moderately well received with an audience enjoyment index of 67 - one of the lowest for the series this season. The record to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 17	'A Report On The News' - probe of recent happenings to determine today's spiritual and moral climate	5	73
Sept. 24	'Reflections On A Funhouse Mirror' - on built-in limitations and biases of television	6	71
Oct. 1	'Campamento' - on an urban slum area in Chile	5	72
Oct. 8	A comparison of Judaism and Christianity	5	57
Oct. 15	'Cuba, Faith In Revolution' - on the situation of the Christian church in Cuba	7	70
Oct. 22	'Look To The Wildwood' - a spiritual-nature journey through Algonquin Park (repeat)	5	77

continued..

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: DECEMBER 7-13, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE	Thu. 7:30- 8:00	21	78
THE IRISH ROVERS	Fri. 7:30- 8:00	19	86
GILLIGAN'S ISLAND	M-F 5:30- 6:00	14	79
LOTS A LUCK	Mon. 7:30- 8:00	13	81
HYMN SING	Sun. 5:30- 6:00	10	85
COUNTRYTIME	Thu. 9:30-10:00	9	79
WORLD AT WAR	Fri. 10:00-11:00	6	80
DELILAH	Thu. 9:00- 9:30	5	62
HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	5	75
* CBC CURLING CLASSIC	Sat. 4:00- 5:00	4	78
* MUSIC MACHINE (Repeat)	Sat. 6:30- 7:00	4	62
CBC NEWSMAGAZINE	Thu. 10:30-11:00	4	80
MARKETPLACE SPECIAL ('Migros')	Thu. 10:00-10:30	3	84
MR. CHIPS	Wed. 7:45- 8:00	3	\$
VIEWPOINT	M-F 11:22-11:29	3	70
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	77
* UP DATE	Sat. 6:00- 6:30	3	\$
JULIETTE AND FRIENDS	M-F 2:00- 2:30	2	71
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	2	\$
* REPLAY	Sat. 7:30- 8:00	2	\$
* NEWS PROFILE	Sun. 12:30-12:45	1	\$
* DOLLARS AND SENSE	Sun. 4:00- 4:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	19	84
<u>CTV PROGRAMS</u>			
+ KUNG FU	Thu. 8:00- 9:00	21	82
+ THE STREETS OF SAN FRANCISCO	Thu. 10:00-11:00	17	81
+ MARCUS WELBY, M.D.	Tue. 10:00-11:00	16	84
MEDICAL CENTRE	Mon. 10:00-11:00	16	83
FRIDAY NIGHT MOVIE (Faraday And Company - 'A Wheelbarrow Full Of Trouble')	Fri. 8:30-10:00	14	73
+ THE ROOKIES	Mon. 8:00- 9:00	14	83
WEDNESDAY NIGHT MOVIE ('Star')	Wed. 8:00-10:30	13	66
KOJACK	Tue. 8:30- 9:30	13	80
+ F.B.I.	Fri. 10:00-11:00	13	75
ACADEMY PERFORMANCE ('A Day In The Death Of Joe Egg')	Sat. 8:00-10:00	13	50
POLICE SURGEON	Sat. 7:30- 8:00	13	75
CTV SUNDAY NIGHT MOVIE (Hawkins - 'A Life For A Life')	Sun. 8:30-10:00	13	80
+ THE BRADY BUNCH	Sun. 7:00- 7:30	13	76
+ SANFORD AND SON	Fri. 8:00- 8:30	11	89
PIG AND WHISTLE	Mon. 9:30-10:00	11	75
CTV NATIONAL NEWS	S-S 11:00-11:20	10	79
ANOTHER WORLD	M-F 3:00- 3:30	9	89
+ UNTAMED WORLD	Sun. 5:00- 5:30	9	82
+ TEMPERATURES RISING	Tue. 8:00- 8:30	9	75
W5	Sun. 10:00-11:00	8	74
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	8	75
+ IAN TYSON	Thu. 7:00- 7:30	8	76
+ WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	8	77
+ STARLOST	Fri. 7:00- 8:00	7	60
+ DIANA	Mon. 7:30- 8:00	6	70
+ SHAKE, ROCK AND ROLL	Sat. 7:00- 7:30	6	65
ANYTHING YOU CAN DO	M-F 4:00- 4:30	6	71
SOMERSET	M-F 2:30- 3:00	5	85
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	5	82
TARGET THE IMPOSSIBLE	Tue. 9:30-10:00	4	62
+ SPORTS BEAT '73	Wed. 10:30-11:00	2	\$
+ QUESTION PERIOD	Sun. 4:30- 5:00	2	\$

d Joined in progress at 4:09 in Quebec and Ontario

* Re-scheduled in some areas

+ Not carried (on this day and at this time) on all CTV stations

\$ Sample too small for reliable reporting of enjoyment level

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Nov. 5	'Death Can Be A Friend' - on moral pros and cons of prolonging the life of terminally ill patients	4	78
Nov. 12	'Values And Man With Dame Rebecca West' - first of three-part series on human values	4	73
Nov. 19	'Values And Community With Dr. Han Suyin'	6	77
Nov. 26	'Values And The Universe With Dr. Barbara Ward'	5	76
Dec. 10	'Immortality'	6	67

- On Sunday at 9:00-10:00 pm the network carried the second WAYNE AND SHUSTER COMEDY SPECIAL of the season. At 21 per cent, the audience was virtually the same size as the September 23 audience to the season's first 'Wayne and Shuster' show (also in the Sunday at 9:00 pm slot). But in the common CBC-CTV coverage area where the earlier 'Comedy Special' and its opposing 'CTV Sunday Movie', 'Columbo', had shared audience about equally, the CBC 'Comedy' this week outdrew CTV's 'Hawkins: A Life For A Life' movie in an audience ratio close to 3:2. Though this latest 'Wayne and Shuster' (instead of the usual few unrelated sketches) featured an hour-long take-off on the musical 'My Fair Lady', there was no significant difference in audience reaction to these first two shows. At 73, the enjoyment index for both these specials was also about equal to the enjoyment norm maintained by the 1972-73 season's 'W. & S.' programs.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: DECEMBER 7-13, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 7th	7:00- 7:30	Local Programming		
	7:30- 8:00	Not Complete Network	8	+ STARLOST
	8:00- 8:30	ALL IN THE FAMILY	33	+ SANFORD AND SON
	8:30- 9:00	MASH	24	
	9:00- 9:30	TOMMY HUNTER	18	FRIDAY NIGHT MOVIE (Faraday And Company - 'A Wheelbarrow Full of Trouble')
	9:30-10:00			
	10:00-10:30	Not Complete Network	14	F.B.I.
SUN 9th	7:00- 7:30	THE BEACHCOMBERS	18	+ THE BRADY BUNCH
	7:30- 8:00	'A CHARLIE BROWN CHRISTMAS' (Repeat)	23	
	8:00- 8:30	TO THE WILD COUNTRY - 'Winter Is A Way Of Life' (Repeat)	15	'BING CROSBY'S SUN VALLEY CHRISTMAS SHOW'
	8:30- 9:00			
	9:00- 9:30	THE WAYNE AND SHUSTER COMEDY SPECIAL ('My Fair Partner')	20	CTV SUNDAY NIGHT MOVIE (Hawkins - 'A Life For A Life')
	9:30-10:00			
	10:00-10:30	DAYS BEFORE YESTERDAY (1945-1949)	8	W5
MON 10th	7:00- 7:30	Local Programming	8	+ 'A CHRISTMAS CAROL' (Cartoon) (Repeat)
	7:30- 8:00	Not Complete Network	7	+ DIANA
	8:00- 8:30	THE PARTRIDGE FAMILY	22	+ THE ROOKIES
	8:30- 9:00	CANNON	28	
	9:00- 9:30		8	'THE ADAMS FAMILY FUN HOUSE'
	9:30-10:00	THIS IS THE LAW	20	PIG 'N' WHISTLE
	10:00-10:30	THE NATURE OF THINGS ('Ellesmere Land')	11	
TUE 11th	10:30-11:00	MAN ALIVE	6	17 MEDICAL CENTRE
	7:00- 7:30	Local Programming		Not Complete Network
	7:30- 8:00		8	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	23	9 + TEMPERATURES RISING
	8:30- 9:00	POLICE STORY	20	14 KOJACK
	9:00- 9:30	FRONT PAGE CHALLENGE	20	4 TARGET THE IMPOSSIBLE
	9:30-10:00	UP CANADA	9	18 + MARCUS WELBY, M.D.
WED 12th	10:00-10:30	SOME HONOURABLE MEMBERS	5	
	7:00- 7:30	Local Programming		Not Complete Network
	7:30- 8:00	Not Complete Network		
	8:00- 8:30	THIS LAND	9	
	8:30- 9:00			
	9:00- 9:30	'THE GLASS MENAGERIE'	18	14 WEDNESDAY NIGHT MOVIE ('Star')
	9:30-10:00			
THU 13th	10:00-10:30			
	10:30-11:00	TOMMY BANKS	6	2 + SPORTS BEAT '73
	7:00- 7:30	Local Programming	8	+ IAN TYSON
	7:30- 8:00	Not Complete Network		Not Complete Network
	8:00- 8:30	CAROL BURNETT	22	22 + KUNG FU
	8:30- 9:00			
	9:00- 9:30		8	'THE ANDY WILLIAMS CHRISTMAS SHOW'
S-S	9:30-10:00	Not Complete Network		
	10:00-10:30		19	+ THE STREETS OF SAN FRANCISCO
	10:30-11:00			
S-S	11:00-11:20	CBC NEWS	13	10 CTV NEWS

+ Not carried (on this day and at this time) on all CTV stations
 # Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday evening this week plus the resultant re-scheduling of other programs on this evening, prevents the inclusion of Saturday data in this table.

- Immediately preceding the 'Wayne and Shuster' special at 8:00-9:00 pm the network presented a repeat showing of last season's TO THE WILD COUNTRY program 'Winter Is A Way Of Life'. This attracted a 15 per cent audience that was just marginally bigger than the audience (13 per cent) attracted in mid-November to the season's first 'Wild Country' program which ran one hour later on Sunday. With audience reaction to 'Winter Is A Way Of Life' again being highly favourable, the index of enjoyment for the repeat broadcast was 85.
- Sunday evening (10:00-11:00 pm) marked the sixth appearance of the CBC's seven-part THE DAYS BEFORE YESTERDAY series on Canadian history. Maintaining the viewing and enjoyment levels of preceding editions, this review of events during the Mackenzie King years from 1945-1949 drew an 8 per cent audience and rated an enjoyment index of 74.
- Viewing of UP CANADA (Tuesday, 10:00-10:30 pm), which previously had remained at about the 7 per cent level, this week reached the substantially higher 10 per cent mark. And, at 68, the enjoyment index of this eighth edition was some 6 points above average for the series to date.
- Following at 10:30-11:00 pm, SOME HONOURABLE MEMBERS this week drew its usual audience of 5 per cent and, with an index of 66, equalled the enjoyment norm of the series' preceding editions.
- At 8:00-8:30 pm on Wednesday, THIS LAND drew a slightly-bigger-than-usual audience of 9 per cent to a program titled 'Wild Goose Chase'. Focusing on the work of ornithologist Roy Simmons, the broadcast visited the Northwest Territories' breeding grounds of the rare Ross Goose. The index of audience enjoyment, 82, maintained the high level of performance that is characteristic of 'This Land' programs.
- THE WORLD AT WAR (Friday, 10:00-11:00 pm on the metronet and on some CBC affiliated stations) this week drew another 6 per cent audience. This particular episode, the twelfth of the 26-part series, showed massive Allied bombing attacks on Germany. The index of audience enjoyment was 80 as against a series' average index of 78.

A CBC RESEARCH REPORT

TV/74/3

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: DECEMBER 14-20, 1974

THIS WEEK

Special network programming this week included the first of this season's two programs starring 'Ginette Reno' and a repeat of the animated Christmas cartoon 'Christmas Is'. The week also marked the network debut of 'The Collaborators' and of the NFB-produced 'West' series.

Regular CBC programs pre-empted throughout the country this week included 'Tommy Hunter' and 'Lotsa Luck'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Sunday (9:00-10:00 pm) marked the network debut of the CBC's new police drama series THE COLLABORATORS. The series, based on the collaboration between police officers and forensic scientists, stars Paul Harding and Michael Kane with Toby Tarnow, Lawrence Benedict and Leslie Carlson. Written by Grahame Woods, the opening episode, 'Luck... Without It You're Nowhere', was a murder story involving mystery witnesses, a smuggled gun and a group of illegal immigrants. The size of the audience was 11 per cent - slightly bigger than the average (9 per cent) Sunday, 9:00-10:00 pm audience to the recently-completed 'CBC Drama '73' series; the index of audience enjoyment was 66 as against an average index of 68 for the earlier series of CBC dramas and an enjoyment norm of 58-59 for CBC drama presentations generally over the past few seasons.
- The seven-part THE DAYS BEFORE YESTERDAY series on Canadian history this week ended with a program focusing on the years 1949-1957 when Louis St. Laurent was Prime Minister of Canada. With viewing at the usual 'Days Before Yesterday' level of 8 per cent, the program was moderately well received with an enjoyment index of 70 as against a 'Days Before Yesterday' average index of 75. The complete audience record for the series:

<u>DATE</u>	<u>PERIOD IN CANADIAN HISTORY</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Nov. 4	Sir Wilfrid Laurier - Sir Robert Borden era of 1897-1917	7	74
Nov. 11	Sir Robert Borden, Arthur Meighen - William Lyon McKenzie King era of 1917-1930	8	76
Nov. 18	R.B. Bennett era of 1930-1935	8	76
Nov. 25	Pre-World War II era of 1935-1939	7	78

continued....

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: DECEMBER 14-20, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY	Fri. 8:00- 8:30	31	86
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	29	83
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:30	29	83
CANNON	Mon. 8:30- 9:30	25	81
THE WALTONS	Sun. 7:30- 8:30	25	87
MASH	Fri. 8:30- 9:00	24	83
CAROL BURNETT	Thu. 8:00- 9:00	23	73
THIS IS THE LAW	Mon. 9:30-10:00	22	76
MARY TYLER MOORE	Tue. 8:00- 8:30	22	80
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	20	78
POLICE STORY	Tue. 8:30- 9:30	19	77
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	19	79
THE BEACHCOMBERS	Sun. 7:00- 7:30	18	72
CBC NATIONAL NEWS	S-S 11:00-11:21	15	79
+ SINGALONG JUBILEE	Sat. 10:30-11:00	11	73
EDGE OF NIGHT	M-F 3:30- 4:00	11	90
THE COLLABORATORS ('Luck....Without It You're Nowhere')	Sun. 9:00-10:00	11	66
'GINETTE RENO'	Fri. 9:00-10:00	11	67
THE NATURE OF THINGS ('Anybody's Child')	Mon. 10:00-10:30	10	77
+ FOOTBALL - NFL (Philadelphia at Washington)	Sun. 1:00- 3:59	10	74
NEEDLES AND PINS	Sun. 8:30- 9:00	10	64
UP CANADA	Tue. 10:00-10:30	10	75
DAYS BEFORE YESTERDAY (1949-1957)	Sun. 10:00-11:00	8	70
MUSICAMERA ('A Joyful Noise')	Wed. 9:00-10:00	7	75
FAMILY COURT	M-F 4:00- 4:30	7	78
THIS LAND	Wed. 8:00- 8:30	7	76
SOME HONOURABLE MEMBERS (Prime Minister Trudeau)	Tue. 10:30-11:00	6	77
+ FOOTBALL - NFL (Detroit at Miami)	Sat. 1:00- 3:48	6	69
WEST	Wed. 10:00-10:30	6	73
TOMMY BANKS	Wed. 10:30-11:00	6	66
TO SEE OURSELVES ('A Part Of The Bargain')	Wed. 8:30- 9:00	5	62
MAN ALIVE	Mon. 10:30-11:00	5	64
* COUNTRY CANADA	Sun. 4:30- 5:00	4	\$
† PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	\$
TAKE THIRTY	M-F 3:00- 3:30	3	74
NATION'S BUSINESS (Social Credit Party)	Sun. 11:15-11:21	2	\$
MUSIC TO SEE	Sun. 5:00- 5:30	2	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

* Re-scheduled in some areas

† Not telecast in Quebec and the Atlantic regions

\$ Sample too small for reliable reporting of enjoyment level

<u>DATE</u>	<u>PERIOD IN CANADIAN HISTORY</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Dec. 2	World War II years of 1939-1945	7	73
Dec. 9	Mackenzie King era of 1945-1949	8	74
Dec. 16	Louis St. Laurent era of 1949-1957	8	70

- In addition to maintaining the increased viewing level reached the week before, - 10 per cent as against earlier levels of 6-8 per cent, - UP CANADA (Tuesday 10:00-10:30 pm) this week attained an unusually high audience enjoyment index - 75. This substantially surpasses the previous peak 'Up Canada' enjoyment index of 68 and is well above the 63 enjoyment norm for the series to date. For the most part, Tuesday's broadcast was devoted to a report on the effects of rising food prices on the eating habits of Canada's poor and on the health hazards of undernourishment - a subject which apparently was found quite interesting by a majority of 'Up Canada' viewers.
- SOME HONOURABLE MEMBERS, which follows at 10:30-11:00 pm, also reached a new high in audience enjoyment this week. In a departure from its usual format, the series on this occasion presented a 30-minute conversation between program host Patrick Watson and Prime Minister Trudeau. While the audience, at 6 per cent, was just marginally bigger than in most previous weeks, the audience enjoyment index, 77, was substantially higher than indices in the 59-69 range recorded for preceding 'Honourable Members' broadcasts.
- Monday's THE NATURE OF THINGS (10:00-10:30 pm) dealt with the problems and treatment of emotionally disturbed children. Titled 'Anybody's Child', the broadcast focused on the progress of four children undergoing the 'therapeutic family' method of treatment. With viewers showing much interest in the subject matter and generally being highly impressed by the patience and understanding of the adults involved, the broadcast rated an audience enjoyment index of 77. This about equals the average index of the 1972-73 'Nature Of Things' series (79) but is somewhat short of the very high 85 and 90 enjoyment indices attained by the current series' two 'outdoor-wildlife' programs. The audience to Monday's broadcast was 10 per cent - about average for a 'Nature Of Things' program both this season and last.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: DECEMBER 14-20, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE	Thu. 7:30- 8:00	19	78
THE IRISH ROVERS	Fri. 7:30- 8:00	16	84
GILLIGAN'S ISLAND	M-F 5:30- 6:00	13	80
'CHRISTMAS IS' (Cartoon) (Repeat)	Mon. 7:30- 8:00	10	77
HYMN SING	Sun. 5:30- 6:00	9	85
COUNTRYTIME	Thu. 9:30-10:00	7	80
WORLD AT WAR	Fri. 10:00-11:00	5	83
DELILAH	Thu. 9:00- 9:30	4	68
HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	4	75
* CBC CURLING CLASSIC	Sat. 4:00- 5:00	4	74
CBC NEWSMAGAZINE	Thu. 10:30-11:00	3	\$
VIEWPOINT	M-F 11:22-11:29	3	67
* MUSIC MACHINE	Sat. 6:30- 7:00	3	\$
TAKE THIRTY	Thu. 10:00-10:30	3	\$
MR. CHIPS	Wed. 7:45- 8:00	3	\$
* REPLAY	Sat. 7:30- 8:00	2	\$
* UPDATE	Sat. 6:00- 6:30	2	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	2	\$
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	2	\$
JULIETTE AND FRIENDS	M-F 2:00- 2:30	2	\$
* DOLLARS AND SENSE	Sun. 4:00- 4:30	1	\$
* NEWS PROFILE	Sun. 12:30-12:45	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	17	82
<u>CTV PROGRAMS</u>			
‡ HOCKEY - NHL	Wed. 8:00-10:30	25	76
SONNY AND CHER	Sun. 7:30- 8:30	23	79
+ KUNG FU	Thu. 8:00- 9:00	19	78
CTV SUNDAY NIGHT MOVIE (Columbo - 'Double Exposure') (Repeat)	Sun. 8:30-10:00	19	80
IRONSIDE	Thu. 9:00-10:00	15	80
FRIDAY NIGHT MOVIE ('Tenafly - Joyride To Nowhere')	Fri. 8:30-10:00	15	76
+ THE ROOKIES	Mon. 8:00- 9:00	14	82
+ MARCUS WELBY, M.D.	Tue. 10:00-11:00	14	80
+ THE BRADY BUNCH	Sun. 7:00- 7:30	12	78
ACADEMY PERFORMANCE ('Drive Hard, Drive Fast')	Sat. 8:00-10:00	12	65
KOJACK	Tue. 8:30- 9:30	12	79
POLICE SURGEON	Sat. 7:30- 8:00	12	79
+ F.B.I.	Fri. 10:00-11:00	12	75
+ SANFORD AND SON	Fri. 8:00- 8:30	11	86
PIG AND WHISTLE	Mon. 9:30-10:00	11	74
CTV NATIONAL NEWS	S-S 11:00-11:20	9	79
ADAM'S RIB (Repeat)	Mon. 9:00- 9:30	9	75
ANOTHER WORLD	M-F 3:00- 3:30	9	87
W5	Sun. 10:00-11:00	8	71
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	8	77
+ GIRL WITH SOMETHING EXTRA	Mon. 7:00- 7:30	8	74
+ TEMPERATURES RISING	Tue. 8:00- 8:30	8	70
+ UNTAMED WORLD	Sun. 5:00- 5:30	8	80
+ WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	7	75
+ IAN TYSON (Repeat)	Thu. 7:00- 7:30	7	70
+ DIANA	Mon. 7:30- 8:00	5	62
SOMERSET	M-F 2:30- 3:00	5	87
TARGET THE IMPOSSIBLE	Tue. 9:30-10:00	5	73
ANYTHING YOU CAN DO	M-F 4:00- 4:30	4	70
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	4	81
+ SPORTS BEAT '73	Wed. 10:30-11:00	3	\$
+ QUESTION PERIOD	Sun. 4:30- 5:00	2	\$

* Re-scheduled in some areas

‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

+ Not carried (on this day and at this time) on all CTV stations

\$ Sample too small for reliable reporting of enjoyment level

- Following this at 10:30-11:00 pm, a fairly typical MAN ALIVE audience of 5 per cent was attracted to this week's 'Real Estate and Sacred Space'. The program examined the current controversy over the planned demolition of Vancouver's Christ Church Cathedral to be replaced by an ultra-modern complex. The 64 enjoyment index attained by the broadcast was some 8-10 points below average for 'Man Alive' programs both this season and last.
- THIS LAND (Wednesday, 8:00-8:30 pm) drew an about-average 7 per cent audience this week with a program discussing possible future uses of the 'Eastern Slopes' of the Canadian Rockies. The index of audience enjoyment was 76 - just 4 points short of the high enjoyment norm for preceding programs in this much enjoyed series.
- Wednesday's TO SEE OURSELVES drama (8:30-9:00 pm) was 'A Part Of A Bargain' - a story about a well-to-do businessman and his unappreciated efforts to help his daughter who, with some friends, had been jailed for her involvement in a fatal car accident. Maintaining the viewing and enjoyment levels attained by four of the last five 'To See Ourselves' plays, the program drew a 5 per cent audience and rated an enjoyment index of 62.
- This week's third program of the network's (Wednesday, 9:00-10:00 pm) MUSICAMERA series of music specials was 'A Joyful Noise' - a choral concert in celebration of Christmas. Hosted by composer-lyricist Gene Lees, it featured contralto Maureen Forrester as special guest artist and also included Toronto's St. Michael's School Choir and, under the baton of Milan Kymlicka, an orchestra comprised of a group of Canadian symphony musicians. As a whole, the broadcast was well received with an audience enjoyment index of 75 - substantially higher than the respective 66 and 62 indices for the November 28 'Royal Anniversary' program with the National Arts Centre Orchestra and the following week's 'Prize Winners '73' featuring finalists in the CBC Talent Festival. At 7 per cent, the audience to, this week's broadcast was just marginally bigger than the 5-6 per cent audiences of these two earlier 'Musicamera' specials.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: DECEMBER 14-20, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 14th	7:00- 7:30	Local Programming	#	JULIE'S CHRISTMAS SPECIAL
	7:30- 8:00	Not Complete Network		
	8:00- 8:30	ALL IN THE FAMILY	31	+ SANFORD AND SON
	8:30- 9:00	MASH	23	FRIDAY NIGHT MOVIE ('Tenafly - Joyride to Nowhere')
	9:00- 9:30	'GINETTE RENO'	10	
	9:30-10:00			
	10:00-10:30	Not Complete Network	13	F.B.I.
SUN 16th	7:00- 7:30	THE BEACHCOMBERS	17	+ THE BRADY BUNCH
	7:30- 8:00			
	8:00- 8:30	THE WALTONS	24	SONNY AND CHER
	8:30- 9:00	NEEDLES AND PINS	9	CTV SUNDAY NIGHT MOVIE (Columbo - 'Double Exposure') (Repeat)
	9:00- 9:30	THE COLLABORATORS ('Luck... Without It Your're Nowhere')	10	
	9:30-10:00			
	10:00-10:30	DAYS BEFORE YESTERDAY (1949-1957)	7	W5
MON 17th	7:00- 7:30	Local Programming		+ GIRL WITH SOMETHING EXTRA
	7:30- 8:00	Not Complete Network		+ DIANA
	8:00- 8:30	THE PARTRIDGE FAMILY	19	+ THE ROOKIES
	8:30- 9:00	CANNON	24	
	9:00- 9:30			ADAM'S RIB (Repeat)
	9:30-10:00	THIS IS THE LAW	20	PIG 'N' WHISTLE
	10:00-10:30	THE NATURE OF THINGS ('Anybody's Child')	10	#
	10:30-11:00	MAN ALIVE	5	
TUE 18th	7:00- 7:30	Local Programming		Not Complete Network
	7:30- 8:00			+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	21	+ TEMPERATURES RISING
	8:30- 9:00	POLICE STORY	18	KOJACK
	9:00- 9:30			
	9:30-10:00	FRONT PAGE CHALLENGE	18	5
	10:00-10:30	UP CANADA	9	+ MARCUS WELBY, M.D.
	10:30-11:00	SOME HONOURABLE MEMBERS	6	
THU 20th	7:00- 7:30	Local Programming		+ IAN TYSON (Repeat)
	7:30- 8:00	Not Complete Network		Not Complete Network
	8:00- 8:30			
	8:30- 9:00	CAROL BURNETT	22	+ KUNG FU
	9:00- 9:30			
	9:30-10:00	Not Complete Network		16
	10:00-10:30			IRONSIDE
S-S	10:30-11:00			+ 'N.B.C. FOLLIES' (Sammy Davis, Jr.)
	11:00-11:20	CBC NEWS	14	
			10	CTV NEWS

+ Not carried (on this day and at this time) on all CTV stations
Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

- . In the 10:00-10:30 pm slot on Wednesday the network presented the first program of the National Film Board series WEST, on Canada's Prairie Provinces and their people. This week's opener, 'I Don't Have To Work That Big', visited Saskatchewan artist Joe Fafard whose minature clay sculptures of cows and prairie folk have achieved international recognition. Though a fairly substantial minority of viewers (15 per cent) rated the program as one they had enjoyed 'not too much' or 'not at all', more than half of those who saw it were of the extreme opposite opinion indicating they had enjoyed the program 'very much'. This resulted in a moderately favourable enjoyment index of 73 for the audience as a whole. In particular, viewers appreciated the opportunity to see the artist at work and seemed much impressed by his finished product. The audience, at 6 per cent, was a comparatively substantial one for a program running in this rather late Wednesday slot but too small to make any comparisons of audience reactions of viewers in eastern Canada and those of western Canadians.
- . This week's edition of the TAKE 30/60 series ran from 10:00-10:30 pm on the metronet and on some CBC affiliate stations. In an examination of the physiological effects of stress on humans, the broadcast featured comment by Dr. Hans Selye who also demonstrated some of his experiments with rats. The audience was 3 per cent - too small to provide a reliable indication of how much the program was enjoyed by those who watched it.
- . Following this at 10:30-11:00 pm on the metronet and on some affiliate stations, CBC NEWSMAGAZINE also had a 3 per cent audience which failed to provide a reliable indication of viewer enjoyment of the broadcast. Titled 'Chile: Canada and The Junta' it featured a report on the present situation in Chile and discussed Canadian reaction to the September military coup and resulting refugee problem.
- . Topping the 60-mark for only the third time since it began several months ago, DELILAH (Thursday, 9:00-9:30 pm on the metronet and on some CBC affiliated stations) this week rated an audience enjoyment index of 68 as against an average index of 55 for preceding episodes. Viewing, at the 4 per cent level, was about normal for the CBC comedy series to date.

- . In the usual 'Tommy Hunter' slot at 9:00-10:00 pm on Friday, the network this week presented the first of this season's two GINETTE RENO specials. On this occasion, the French-Canadian chanteuse shared the spotlight with actor William Hutt and the ballet team of Karen Kain and Frank Augustyn. As a whole the broadcast was not particularly well received, its index of enjoyment (67) being just slightly higher than that recorded for the network's 'Ginette Reno' special in February, 1972 (index 62). The size of the audience to Friday's program was 11 per cent or about two-thirds as big as the usual audience to the pre-empted 'Hunter' series.
- . Now at the half-way mark, the 26-part THE WORLD AT WAR series (Friday, 10:00-11:00 pm on the metronet and on some CBC affiliated stations) continues each week to draw a national audience of 5-6 per cent. With viewing at this same level, this week's broadcast covering World War II events between November 1942 and June 1944 rated an audience enjoyment index of 83 as against a previous 'World at War' average index of 78.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/74/4

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: DECEMBER 21-27, 1973

THIS WEEK

The Christmas week schedule included a number of special programs. Audience information is available on some of these: 'The Queen's Christmas Message', coverage of the 'Christmas Eve Service' from St. James Anglican Cathedral in Toronto, the musical 'Christmas Celebrations', the 'New Fangled Wandering Minstrel Show' and programs on 'The Virgin' and 'The Northwest Territories'. Due to late notice of scheduling, no audience data is available on several other of this week's specials - the films 'Huron Carol', 'To Build A Fire', 'John Williams at Ronnie Scott's' and an extra showing of Sunday's 'Hymn Sing'.

The many regular CBC programs pre-empted throughout the country this week included 'Up Canada', 'Some Honourable Members', 'Police Story', 'Nation's Business', 'CBC Curling Classic', two editions of 'Viewpoint' and one edition each of 'Audubon Wildlife Theatre', 'Take Thirty', 'Edge of Night', 'Family Court' and 'Gilligan's Island'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Sunday's (9:00-10:00 pm) second program of THE COLLABORATORS drama series was 'Four Into Three Won't Go'. Written by Grahame Woods, the story concerned an attempted jewellery store robbery. Starring with series' regulars Michael Kane, Paul Harding and Toby Tarnow were Franz Russell, David Bolt and Jean Brousseau. With both viewing and audience enjoyment being down slightly from the previous week, the broadcast drew a 9 per cent audience and rated an enjoyment index of 62. Results of special questioning revealed that while 'Four Into Three Won't Go' was generally felt to have been well acted, at least some of those who watched the play experienced difficulty in following the story.
- This week's program in the Sunday, 10:00-11:00 pm slot was THE NORTHWEST TERRITORIES: ONE THIRD OF CANADA - 1973, a documentary study of government structure, natural resources and land ownership in Canada's Northwest Territories. Contributing to the program were area residents, Indian Affairs and Northern Development Minister Jean Chretien, M.P. Wally Firth who represents the NWT and various other members of parliament and specialists on the subject. With about half of those who watched the program rating it one they had enjoyed 'very much' and the remainder of the audience being somewhat less favourably impressed, the index of enjoyment for the audience as a whole was a moderately favourable 72. The audience was 7 per cent - about equal in size to those attracted to this same Sunday at 10:00 pm slot by the just-finished 'Days Before Yesterday' series on Canadian history.
- At 10:00-10:30 pm on Monday, THE NATURE OF THINGS presented its second repeat of a documentary study of the grouse. Like each of the two earlier presentations, this week's showing of 'Grouse Country' was very much enjoyed by the great majority of those who watched it - index of enjoyment 84. The Christmas Eve audience to the broadcast was 7 per cent - just two-thirds as big as audiences attracted to 'Nature of Things' programs in the last few weeks.
- Nor was this week's audience to MAN ALIVE (Monday, 10:30-11:00 pm) more than two-thirds the size of the usual audience to the series. At 3 per cent, it was, in fact, too small to provide a reliable indication of viewer enjoyment of the broadcast - an explanation of the meaning of joy by Metropolitan Anthony Bloom of the Russian Orthodox Church in Britain.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
DECEMBER 21-27, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY	Fri. 8:00- 8:30	32	87
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:34	31	74
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	28	83
MASH	Fri. 8:30- 9:00	25	81
CAROL BURNETT (Repeat)	Thu. 8:00- 9:00	23	71
THE WALTONS (Repeat)	Sun. 7:30- 8:30	22	87
TOMMY HUNTER	Fri. 9:00-10:00	21	86
CANNON (Repeat)	Mon. 8:30- 9:30	20	80
THE BEACHCOMBERS	Sun. 7:00- 7:30	18	75
THE PARTRIDGE FAMILY (Repeat)	Mon. 8:00- 8:30	17	76
THIS IS THE LAW	Mon. 9:30-10:00	14	76
CBC NATIONAL NEWS	S-S 11:00-11:21	14	79
△ EDGE OF NIGHT	M-F 3:30- 4:00	11	87
MARY TYLER MOORE	Tue. 8:00- 8:30	11	74
+ SINGALONG JUBILEE	Sat 10:36-11:00	11	81
+ FOOTBALL - NFL (Cincinnati at Miami)	Sun. 1:00- 3:46	11	79
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	10	81
NEEDLES AND PINS	Sun. 8:30- 9:00	10	58
QUEEN'S CHRISTMAS MESSAGE	Tue. 10:00-10:30 am	9	86
THE COLLABORATORS ('Four Into Three Won't Go')	Sun. 9:00-10:00	9	62
MUSICAMERA ('Les Feux Follets')	Wed. 9:00-10:00	9	82
+ FOOTBALL - NFL (Washington at Minnesota)	Sat. 1:00- 4:00	8	83
WEST	Wed. 10:00-10:30	8	71
THE NATURE OF THINGS ('Grouse Country') (Repeat)	Mon. 10:00-10:30	7	84
'THE NORTHWEST TERRITORIES - ONE THIRD OF CANADA - 1973'	Sun. 10:00-11:00	7	72
THIS LAND	Wed. 8:00- 8:30	7	76
△ FAMILY COURT	M-F 4:00- 4:30	6	72
TOMMY BANKS	Wed. 10:30-11:00	6	65
'NEW FANGLED WANDERING MINSTREL SHOW'	Tue. 8:30- 9:30	6	61
TO SEE OURSELVES ('Cornet At Night')	Wed. 8:30- 9:00	5	70
'THE VIRGIN'	Tue. 10:00-11:00	5	66
MAN ALIVE	Mon. 10:30-11:00	3	\$
* COUNTRY CANADA	Sun. 4:30- 5:00	3	\$
△ TAKE THIRTY	M-F 3:00- 3:30	3	76
MUSIC TO SEE	Sun. 5:00- 5:30	2	\$
‡ PROVINCIAL AFFAIRS	Sat. 11:15-11:21	1	\$
+ SPORTSWEEK	Sun. 3:47- 4:00	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

△ Pre-empted on Tuesday

‡ Joined-in-progress at 10:50 pm EST in Toronto region and British Columbia

* Re-scheduled in some areas

‡ Pre-empted in British Columbia

\$ Sample too small for reliable reporting of enjoyment level

- . On Christmas Day (Tuesday) at 10:00-10:30 am, the network carried the annual QUEEN'S CHRISTMAS MESSAGE. As on past occasions, the broadcast was very much enjoyed by those who watched it - index of enjoyment 86. The audience this year was 9 per cent as against 'Queen's Message' audiences of 10-14 per cent in the last few years.
- . The network's Christmas night programming began (at 7:00-8:00 pm) with CHRISTMAS CELEBRATIONS. Broadcast on the metronet and on some CBC affiliated stations, the music special featured the 'Winnipeg Symphony Orchestra' and 'Winnipeg Philharmonic Choir' with the 'Scottish Dance Society' and figure skaters Judy Williams and Richard Dowding. With an index of audience enjoyment of 82 it equalled the high performance of last year's 'Christmas Celebrations' which also included the Winnipeg Symphony and Choir. The audience on this occasion was 6 per cent - half as big as the full network audience to the 1972 'Celebrations' program which ran at 9:00-10:00 pm on Christmas Eve (Sunday).
- . The two regular Tuesday programs included in the network's Christmas night schedule were MARY TYLER MOORE (8:00-8:30 pm) and FRONT PAGE CHALLENGE (9:30-10:00 pm). At 11 and 10 per cent respectively, the audience to each of these two programs was only about half the series' usual size. The level of enjoyment of the 'Tyler Moore' show was slightly below average for the series - index of enjoyment 74 as against an average index of 79. But 'F.P.C.' was as much enjoyed as ever, rating an enjoyment index of 81 for a program which had astronomer Brian Marsden and writer Christopher Finch as guest challengers.
- . Following 'Mary Tyler Moore' at 8:30-9:30 pm Christmas Day, the network presented THE NEW FANGLED WANDERING MINSTREL SHOW - a British-produced program of light, though not particularly Christmas, music. This drew a 6 per cent audience and rated an enjoyment index of 61.
- . Then, at 10:00-11:00 pm on Tuesday, the regular 'Up Canada' and 'Some Honourable Members' programs were pre-empted by a documentary titled THE VIRGIN - a discussion of the tradition and meaning of the Virgin Mary in Christianity. In its study of religious art, poetry and music, the broadcast visited various museums and galleries in Greece, Mexico, the United States and Canada. The Christmas Day audience was 5 per cent; the index of enjoyment, 66.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
DECEMBER 21-27, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE	Thu. 7:30- 8:00	19	75
IRISH ROVERS	Fri. 7:30- 8:00	17	90
‡ GILLIGAN'S ISLAND	M-F 5:30- 6:00	12	79
HYMN SING	Sun. 5:30- 6:00	9	85
LOTSA LUCK (Repeat)	Mon. 7:30- 8:00	9	74
COUNTRYTIME	Thu. 9:30-10:00	7	77
QUEEN'S CHRISTMAS MESSAGE (Repeat)	Tue. 11:14-11:27	7	82
DELILAH	Thu. 9:00- 9:30	7	59
'CHRISTMAS CELEBRATIONS'	Tue. 7:00- 8:00	6	82
WORLD AT WAR	Fri. 10:00-11:00	5	73
HOWIE MEEKER HOCKEY SHGOOL	Wed. 7:30- 7:45	5	71
* MUSIC MACHINE	Sat. 6:30- 7:00	4	\$
TAKE SIXTY ('The Rum Runners Of Lunenburg')	Thu. 10:00-11:00	4	81
MR. CHIPS	Wed. 7:45- 8:00	3	\$
VIEWPOINT	W-F 11:22-11:29	2	\$
MEETING PLACE: CHRISTMAS EVE SERVICE	Mon. 11:30-12:30am	2	\$
‡ AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	2	\$
* UPDATE	Sat. 6:00- 6:30	2	\$
* REPLAY	Sat. 7:30- 8:00	2	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	2	\$
JULIETTE AND FRIENDS	M-F 2:00- 2:30	2	\$
* DOLLARS AND SENSE	Sun. 4:00- 4:30	1	\$
* NEWS PROFILE	Sun. 12:30-12:45	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	17	81
<u>CTV PROGRAMS</u>			
‡ HOCKEY - NHL	Wed. 8:00-10:42	30	80
SONNY AND CHER (Repeat)	Sun. 7:30- 8:30	18	77
+ KUNG FU (Repeat)	Thu. 8:00- 9:00	18	79
+ THE STREETS OF SAN FRANCISCO (Repeat)	Thu. 10:00-11:00	16	81
IRONSIDE (Repeat)	Thu. 9:00-10:00	15	76
CTV SUNDAY NIGHT MOVIE (Columbo - 'Lovely But Lethal') (Repeat)	Sun. 8:30-10:00	15	78
FIRDAY NIGHT MOVIE ('The Six Million Dollar Man - The Solid Gold Kidnapping')	Fri. 8:30-10:00	14	74
* ACADEMY PERFORMANCE ('The Railway Children') (Repeat)	Sat. 8:00-10:00	11	74
+ F.B.I. (Repeat)	Fri. 10:00-11:00	11	76
POLICE SURGEON (Repeat)	Sat. 7:30- 8:00	10	78
+ SANFORD AND SON (Repeat)	Fri. 8:00- 8:30	10	84
+ THE BRADY BUNCH (Repeat)	Sun. 7:00- 7:30	10	80
KOJACK (Repeat)	Tue. 8:30- 9:30	9	76
PIG AND WHISTLE	Mon. 9:30-10:00	9	75
‡ ANOTHER WORLD	M-F 3:00- 3:30	9	88
CTV NATIONAL NEWS	S-S 11:00-11:20	8	80
+ MARCUS WELBY, M.D. (Repeat)	Tue. 10:00-11:00	8	76
MEDICAL CENTRE (Repeat)	Mon. 10:00-11:00	8	83
+ WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	8	80
+ IAN TYSON	Thu. 7:00- 7:30	7	73
+ UNTAMED WORLD	Sun. 5:00- 5:30	6	83
GIRL WITH SOMETHING EXTRA	Mon. 7:00- 7:30	6	78
+ THE ROOKIES (Repeat)	Mon. 8:00- 9:00	6	84
ADAM'S RIB (Repeat)	Mon. 9:00- 9:30	5	77
‡ SOMERSET	M-F 2:30- 3:00	5	85
ANYTHING YOU CAN DO	M-F 4:00- 4:30	4	71
+ TEMPERATURES RISING (Repeat)	Tue. 8:00- 8:30	4	78
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	4	80
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	3	75
+ SPORTS BEAT '73	Wed. 10:44-11:13	3	\$
TARGET THE IMPOSSIBLE	Tue. 9:30-10:00	2	\$
+ QUESTION PERIOD	Sun. 4:30- 5:00	1	\$

‡ Pre-empted on Tuesday

* Re-scheduled in some areas

‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

+ Not carried (on this day and at this time) on all CTV stations

\$ Sample too small for reliable reporting of enjoyment level

- THIS LAND (Wednesday at 8:00-8:30 pm) this week featured a search for nature in 'The City'. Focusing on Toronto, the program visited a zoo, nature trail, parks and Toronto Island's gardens and conservatory. With both viewing and audience enjoyment being the same as for last week's program on the 'Eastern Slopes' of the Rockies and also close to average for the series to date, the broadcast drew a 7 per cent audience and was much enjoyed with an index of 76.
- Making its tenth and final appearance in the Wednesday, 8:30-9:00 pm slot, the TO SEE OURSELVES drama series this week presented the Sinclair Ross play 'Cornet At Night'. Set in the depression-ridden 1930's, the story concerned a young prairie boy and an out-of-work musician he hired to help with the harvest. Starring were Sandy Baldwin, Evelyn Anderson, Frank Adamson and Darryl Beschell. The 5 per cent audience was about average for the series; the enjoyment index of 70, somewhat higher than indices of 61-62 attained by five of the last six 'To See Ourselves' plays. The complete record for the series in this Wednesday 8:30-9:00 pm (full network) slot:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Oct. 3	'Patriots' by Richard Benner (Pre-empted in the West)	1	No index
Oct. 10	'The Ferris Wheel' by Leo Simpson	4	43
Oct. 24	'MacIvor's Salvation' by Thomas H. Raddall	3	No index
Oct. 31	'Inheritance' by Peter Carter	5	61
Nov. 7	'Half A Lifetime' by Ron Taylor	6	61
Nov. 21	'The Painted Door' by Sinclair Ross	6	62
Nov. 28	'The Man Who Ran Away' by Lyal D. Brown	5	61
Dec. 5	'A Trip To The Coast' by Alice Munro	6	48

continued....

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: DECEMBER 21-27, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 21st	7:00- 7:30	Local Programming		♠
	7:30- 8:00	Not Complete Network		'SKATE CANADA'
	8:00- 8:30	ALL IN THE FAMILY	32	10
	8:30- 9:00	MASH	24	
	9:00- 9:30	TOMMY HUNTER	20	15
	9:30-10:00			FRIDAY NIGHT MOVIE (('The Six Million Dollar Man - The Solid Gold Kidnapping'))
	10:00-10:30			
	10:30-11:00	Not Complete Network		11
SUN 23rd	7:00- 7:30	THE BEACHCOMBERS	17	10
	7:30- 8:00			+ THE BRADY BUNCH (Repeat)
	8:00- 8:30	THE WALTONS (Repeat)	21	19
	8:30- 9:00	NEEDLES AND PINS	9	
	9:00- 9:30	THE COLLABORATORS (('Four Into Three Won't Go'))	8	15
	9:30-10:00			CTV SUNDAY NIGHT MOVIE (Columbo - 'Lovely But Lethal') (Repeat)
	10:00-10:30			
	10:30-11:00	'THE NORTHWEST TERRITORIES - ONE THIRD OF CANADA - 1973'	6	11
MON 24th	7:00- 7:30	Local Programming		6
	7:30- 8:00	Not Complete Network		6
	8:00- 8:30	THE PARTRIDGE FAMILY (Repeat)	16	6
	8:30- 9:00			+ THE ROOKIES (Repeat)
	9:00- 9:30	CANNON (Repeat)	19	6
	9:30-10:00			ADAM'S RIB (Repeat)
	10:00-10:30	THIS IS THE LAW	14	9
	10:30-11:00	THE NATURE OF THINGS (('Grouse Country')) (Repeat)	7	8
TUE 25th	7:00- 7:30	MAN ALIVE	3	
	7:30- 8:00			Not Complete Network
	8:00- 8:30	MARY TYLER MOORE	11	4
	8:30- 9:00			+ HEADLINE HUNTERS
	9:00- 9:30	'NEW FANGLED WANDERING MINSTREL SHOW'	5	9
	9:30-10:00	FRONT PAGE CHALLENGE	10	2
	10:00-10:30			TARGET THE IMPOSSIBLE
	10:30-11:00	'THE VIRGIN'	5	8
THU 27th	7:00- 7:30			+ MARCUS WELBY, M.D. (Repeat)
	7:30- 8:00			
	8:00- 8:30	Local Programming		8
	8:30- 9:00	Not Complete Network		
	9:00- 9:30	CAROL BURNETT (Repeat)	22	19
	9:30-10:00			+ KUNG FU (Repeat)
	10:00-10:30			
	10:30-11:00	Not Complete Network		16
S-S	11:00-11:20	CBC NEWS	13	9
				♠ CTV NEWS

♠ Broadcast 11:14-11:34 pm on Wednesday
+ Not carried (on this day and at this time) on all CTV stations
♠ Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Dec. 19	'A Part Of The Bargain' by George Cuomo	5	62
Dec. 26	'Cornet At Night' by Sinclair Ross	5	70

- This week's MUSICAMERA music special (at 9:00-10:00 pm on Wednesday) was 'Les Feux Follets' - a program of dance and song celebrating the native and pioneer roots of the Canadian nation. Featured were 'Les Feux Follets' national dance ensemble from the Charlottetown Festival. With no less than two-thirds of those who watched the program rating it one they had enjoyed 'very much', the index of enjoyment for the audience as a whole was 82 - well above the respective 66, 62 and 75 indices of the series' earlier 'Royal Anniversary', 'Prize Winners '73' and 'Joyful Noise' presentations. And, at 9 per cent, the 'Feux Follets' audience was somewhat bigger than preceding 'Musicamera' audiences of 5-7 per cent.
- WEST, which follows at 10:00-10:30 pm, also showed a rise in viewing this week. At 8 per cent, the audience to 'Catskiner Keen' - a profile of Edmonton-based developer-contractor and self-made millionaire Bob Keen - was 2 percentage points bigger than the opening 'West' audience of the week before. At 71, the enjoyment index for this second 'West' broadcast was not significantly different from the index (73) for last week's visit with Saskatchewan sculptor Joe Fafard.
- Continuing in the Thursday, 9:00-9:30 pm slot on the metronet and on some CBC affiliated stations, DELILAH this week drew an audience of 7 per cent as against the series' average audience of 5 per cent. Audience enjoyment of the comedy, which had shown a slight increase the week before, this week returned to a more usual 'Delilah' level as indicated by an enjoyment index of 59.
- Broadcast on the metronet and on some CBC affiliated stations at 10:00-11:00 pm on Thursday, the TAKE 30/60 series this week drew a 4 per cent audience. The attraction on this occasion was 'The Rum Runners of Lunenburg' - a look back at prohibition days in Lunenburg, Nova Scotia, a town that once thrived on the illegal running of 'booze' into the United States. With the great majority of those who watched 'The Rum Runners' having enjoyed it either 'very much' or 'quite a bit', the index of enjoyment for the audience as a whole was 81 - much above the 69-73 enjoyment levels of preceding 'Take 30/60' broadcasts.

- . With virtually no change in viewing from preceding weeks this season, THE WORLD AT WAR (Friday, 10:00-11:00 pm on the metronet and on some CBC affiliated stations) this week drew a national audience of 5 per cent. With an index of enjoyment of 73, however, Friday's 'It's A Lovely Day Tomorrow - Burma 1942-1944' was not among the best received instalments of the World War II series, average index 78.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/74/5

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: DECEMBER 28, 1973 - JANUARY 3, 1974

THIS WEEK

Special network programming this week included coverage of the 'New Year's Day Addresses' by the Governor-General and Prime Minister, 'New Year's Eve With Guy Lombardo', a '1973 Year End News Review', the documentary 'Without A Hobby, It's No Life', films titled 'Red Balloon' and 'Great Rain Mountain' and several sports broadcasts - live coverage of California's annual 'Rose Bowl Game' and 'Tournament of Roses Parade' and a program highlighting the major sports events of the past year.

Regular CBC programs pre-empted throughout the country this week included 'Man Alive', 'Up Canada', 'Some Honourable Members', 'Nation's Business', 'Provincial Affairs' and one edition each of 'Viewpoint', 'Edge of Night', 'Gilligan's Island', 'Elwood Glover's Luncheon Date' and 'Audubon Wildlife Theatre'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Sunday's third program of THE COLLABORATORS series (9:00-10:00 pm) was the George Robertson drama 'Tell Them What You Know'. At 14 per cent, the audience was substantially bigger than the respective 11 and 9 per cent audiences to the first and second 'Collaborators' broadcasts and bigger, in fact, than the audience to any other Sunday at 9:00 pm drama to date this season (peak audience to a 'CBC Drama '73' program, 12 per cent). Nor were the two earlier 'Collaborators' broadcasts as much enjoyed by those who watched them as 'Tell Them What You Know' - a story investigating the actual cause of death of a country and western singer who appeared to have been killed in an automobile accident. At 71, the enjoyment index for this latest play was significantly higher than the 66 index of 'Luck.... Without It You're Nowhere' and the 62 index of 'Four Into Three Won't Go' and, of course, well above the 58-59 enjoyment norm of CBC drama presentations generally over the past few seasons.
- In the 10:00-11:00 pm slot on Sunday, the network this week presented its annual review of the major news events of the past year. Contributing to 1973 YEAR END REVIEW with host Lloyd Robertson were CBC correspondents Peter Daniel, Tom Leach, Joe Schlesinger, Don McNeill and Ron Collister. Though some of those who watched the program felt it had dealt too much with the Watergate scandal, viewers in general felt it had been a clearly presented and interesting broadcast. The resultant index of audience enjoyment was 71 - about the same level of enjoyment attained by last year's '72 + 2' news review. The size of the audience to Sunday's program was 11 per cent - the biggest for a program running in this 10:00-11:00 pm slot since last September and several percentage points bigger than the (Tuesday, 10:00-11:00 pm) audience to '72 + 2'.
- Earlier on Sunday (at 8:30-9:00 pm), the NBC comedy series NEEDLES AND PINS made its final appearance on the network. The audience was 10 per cent - very small for a program in this prime Sunday slot but about equal in size to the audience that this now-defunct series maintained throughout its four-month run. Nor was 'Needles and Pins' well received by those who watched it, the average enjoyment index for the series - 61 - being very low by situation-comedy standards.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: DECEMBER 28, 1973 - JANUARY 3, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:30	33	76
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	33	86
ALL IN THE FAMILY (Repeat)	Fri. 8:00- 8:30	32	86
MASH (Repeat)	Fri. 8:30- 9:00	26	83
CAROL BURNETT	Thu. 8:00- 9:00	26	68
THE WALTONS	Sun. 7:30- 8:30	26	90
+ TOURNAMENT OF ROSES PARADE	Tue. 11:30- 2:00	24	88
CANNON	Mon. 8:30- 9:30	22	82
THE PARTRIDGE FAMILY (Repeat)	Mon. 8:00- 8:30	20	79
+ ROSE BOWL GAME	Tue. 4:45- 8:05	20	76
THE BEACHCOMBERS	Sun. 7:00- 7:30	19	69
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	18	78
‡ TOMMY HUNTER	Fri. 9:00-10:00	18	80
□ MARY TYLER MOORE	Tue. 8:00- 8:30	17	75
‡ POLICE STORY (Repeat)	Tue. 8:30- 9:30	16	81
'WITHOUT A HOBBY, IT'S NO LIFE'	Tue. 10:00-11:00	15	63
THIS IS THE LAW	Mon. 9:30-10:00	15	76
CBC NATIONAL NEWS	S-S 11:00-11:21	15	78
+ FOOTBALL - NFL (Minnesota at Dallas)	Sun. 1:00- 3:48	14	80
THE COLLABORATORS ('Tell Them What You Know')	Sun. 9:00-10:00	14	71
MUSICAMERA ('Sleeping Beauty') (Repeat)	Wed. 8:30-10:00	13	73
‡ EDGE OF NIGHT	M-F 3:30- 4:00	11	85
'1973 YEAR END REVIEW'	Sun. 10:00-11:00	11	71
△+ SINGALONG JUBILEE	Sat. 10:30-11:00	11	65
NEEDLES AND PINS	Sun. 8:30- 9:00	10	62
WEST	Wed. 10:00-10:30	9	63
THE NATURE OF THINGS ('The Lacandones') (Repeat)	Mon. 10:00-11:00	8	77
TOMMY BANKS	Wed. 10:30-11:00	8	63
+ NEW YEAR'S DAY ADDRESSES (Governor General - Prime Minister)	Tue. 4:15- 4:30	7	73
THIS LAND	Wed. 8:00- 8:30	7	71
‡* FAMILY COURT	M-F 4:00- 4:30	6	73
* SPORTS '73	Sat. 2:00- 4:00	4	85
* COUNTRY CANADA	Sun. 4:30- 5:00	2	\$
MUSIC TO SEE	Sun. 5:00- 5:30	2	\$
‡* TAKE THIRTY	M-F 3:00- 3:30	2	77
+ SPORTSWEEK	Sun. 3:49- 4:00	2	\$

- + Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).
- ‡ Pre-empted in some areas (in the case of multi-day programs, on one occasion).
- Pre-empted in the Atlantic regions and joined in progress in Quebec and Ontario.
- ‡ Pre-empted on Tuesday
- △ Joined in progress at 10:53 pm in the Toronto region and at 10:42 pm EST in British Columbia
- * Re-scheduled in some areas (in the case of multi-day programs, on one occasion).
- \$ Sample too small for reliable reporting of enjoyment level.

- This week's program in the NATURE OF THINGS series (Monday, 10:00-11:00 pm) was 'The Lacandones' - the documentary on the life, work and religious practices of a primitive South American tribe that opened the 1972-73 'Nature of Things' series. With the index of audience enjoyment on this occasion being 77, the broadcast was again well received by those who watched it. Understandably, though, the New Year's Eve 'Nature of Things' audience was somewhat smaller than audiences to most earlier programs in the current series - 8 per cent as against audiences of 10-11 per cent.
- Later on Monday night, the CBC metronet and some CBC affiliated stations provided coverage of the traditional New Year's Eve festivities from New York's Waldorf Astoria. Broadcast from 11:30 pm to 1:00 am, NEW YEAR'S EVE WITH GUY LOMBARDO drew a substantial late night audience of 15 per cent - just slightly smaller than the network's 17-18 per cent 'Lombardo' audiences of the last two years. Nor was the soiree received with quite as much enthusiasm by those who watched it this year as in the past - index of enjoyment 72 as against recent indices of about 77.
- At 4:15-4:30 pm on Tuesday, the network carried the traditional NEW YEAR'S DAY ADDRESSES by the Governor General and Prime Minister. The audience was 7 per cent, virtually unchanged from the three previous years' 'Addresses'. At 73, the enjoyment index was also about average for most of these broadcasts but somewhat lower than the index of 80 attained by the 1973 Michener-Trudeau greeting.
- Earlier on Tuesday, from 11:30 am - 2:00 pm EST, the network provided live coverage of the 85th annual TOURNAMENT OF ROSES PARADE. About equalling CBC audiences to 'Rose Parades' in most recent years, this drew a national audience of 24 per cent. As always, the program was very much enjoyed by those who watched it - index of enjoyment 88.
- The annual ROSE BOWL GAME was telecast live on the network on Tuesday, 4:45-8:05 pm EST. In almost a reversal of last year's contest, this year's telecast saw Ohio State defeat Southern California by a decisive 42-21. The audience - virtually unchanged from audiences to recent 'Rose Bowl' broadcasts - was 20 per cent; the index enjoyment, a typical 76.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: DECEMBER 28, 1973 - JANUARY 3, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE	Thu. 7:30- 8:00	22	79
THE IRISH ROVERS	Fri. 7:30- 8:00	18	87
NEW YEAR'S EVE WITH GUY LOMBARDO	Mon. 11:30- 1:00 am	15	72
♠ GILLIGAN'S ISLAND	M-F 5:30- 6:00	15	79
LOTSA LUCK (Repeat)	Mon. 7:30- 8:00	9	75
HYMN SING (Repeat)	Sun. 5:30- 6:00	8	84
COUNTRYTIME	Thu. 9:30-10:00	8	75
WORLD AT WAR	Fri. 10:00-11:00	6	77
DEILAH	Thu. 9:00- 9:30	5	61
△ CBC CURLING CLASSIC	Sat. 4:00- 5:00	5	81
HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	4	70
‡ CBC NEWS REPORT	Tue. 4:30- 4:43	4	81
CBC NEWSMAGAZINE	Thu. 10:30-11:00	4	76
MR. CHIPS	Wed. 7:45- 8:00	3	65
TAKE THIRTY	Thu. 10:00-10:30	3	\$
* MUSIC MACHINE	Sat. 6:30- 7:00	3	\$
VIEWPOINT	Tu-F 11:22-11:29	2	66
△ * 'THE RED BALLOON'	Tue. 11:00-11:30 am	2	\$
* REPLAY	Sat. 7:30- 8:00	2	\$
△ * JULIETTE AND FRIENDS	M-F 2:00- 2:30	2	67
♠ ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	2	80
* UPDATE	Sat. 6:00- 6:30	2	\$
♠ AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	2	\$
* DOLLARS AND SENSE	Sun. 4:00- 4:30	2	\$
‡ 'GREAT RAIN MOUNTAIN'	Tue. 4:00- 4:15	1	\$
* NEWS PROFILE	Sun. 12:30-12:45	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	20	84
<u>CTV PROGRAMS</u>			
‡ HOCKEY - NHL	Wed. 8:00-10:40	29	80
+ KUNG FU	Thu. 8:00- 9:00	22	79
IRONSIDE	Thu. 9:00-10:00	21	79
SONNY AND CHER	Sun. 7:30- 8:30	20	80
+ THE STREETS OF SAN FRANCISCO	Thu. 10:00-11:00	19	82
FRIDAY NIGHT MOVIE ('Tenafly - Man Running')	Fri. 8:30-10:00	15	74
* ACADEMY PERFORMANCE ('Sweet Charity')	Sat. 8:00-10:44	14	62
KOJACK	Tue. 8:30- 9:30	14	80
CTV SUNDAY NIGHT MOVIE ('Short Walk To Daylight') (Repeat)	Sun. 8:30-10:00	13	74
+ F.B.I.	Fri. 10:00-11:00	13	79
+ THE BRADY BUNCH	Sun. 7:00- 7:30	13	77
+ SANFORD AND SON (Repeat)	Fri. 8:00- 8:30	12	83
+ MARCUS WELBY, M.D. (Repeat)	Tue. 10:00-11:00	11	82
POLICE SURGEON	Sat. 7:30- 8:00	11	77
♠ ANOTHER WORLD	M-F 3:00- 3:30	10	86
+ IAN TYSON	Thu. 7:00- 7:30	10	69
□ CTV NATIONAL NEWS	S-S 11:00-11:20	8	79
PIG AND WHISTLE (Repeat)	Mon. 9:30-10:00	8	78
+ WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	8	80
MEDICAL CENTRE (Repeat)	Mon. 10:00-11:00	8	84
+ UNTAMED WORLD	Sun. 5:00- 5:30	7	83
♠ SOMERSET	M-F 2:30- 3:00	6	83
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	6	77
+ STARLOST (Repeat)	Fri. 7:00- 8:00	6	54
♠ ANYTHING YOU CAN DO	M-F 4:00- 4:30	5	70
♠ WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	5	80
+ BANJO PARLOR	Sat. 7:00- 7:30	5	57
TARGET THE IMPOSSIBLE	Tue. 9:30-10:00	4	53
+ SPORTS BEAT '74	Wed. 10:42-11:11	4	71
+ TEMPERATURES RISING (Repeat)	Tue. 8:00- 8:30	2	\$
+ QUESTION PERIOD	Sun. 4:30- 5:00	2	\$

♠ Pre-empted on Tuesday.

△ Pre-empted in some areas (in the case of multi-day programs, on one occasion).

‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

* Re-scheduled in some areas (in the case of multi-day programs, on one occasion).

+ Not carried (on this day and at this time) on all CTV stations.

□ Re-scheduled on Saturday and Wednesday

\$ Sample too small for reliable reporting of enjoyment level.

- This week's program in the Tuesday, 10:00-11:00 pm slot was WITHOUT A HOBBY, IT'S NO LIFE, a documentary look at some of the unusual hobbies of Canadians from coast to coast. The audience was 15 per cent - a substantial one for a program appearing at this hour, particularly on New Year's Day, and significantly bigger than the audiences to recent editions of the two pre-empted series - 'Up Canada' (10 per cent) and 'Some Honourable Members' (5-6 per cent). As a result, in the common CBC-CTV coverage area where the CTV network's popular 'Marcus Welby' normally maintains a substantial audience advantage over CBC Tuesday, 10:00-11:00 pm programming, this week's medical drama and the CBC 'Hobby' special shared audience about equally with, if anything, CBC having a slight edge. Those who watched 'Without A Hobby' were however, not particularly impressed by it. Being only moderately well received by viewers in the 50-plus age category and even less enjoyed by younger viewers, it rated an enjoyment index of 63 for the audience as a whole. Results of special questioning revealed that a major reason for this rather poor reception was the program's frequent switches from one subject to another - a factor which many viewers felt resulted in an overall lack of continuity.
- On Wednesday at 8:00-8:30 pm, THIS LAND presented 'The Loyalists' - a dramatic re-enactment of the 18th Century story of the United Empire Loyalists. With James Blendick as host, the broadcast starred Barrie Baldaro, Wally Koster, Tim Henry and Jack Mather. While the size of the audience, at 7 per cent, was average for the 'This Land' series this season, viewer reaction to this 'Loyalist' program, particularly among younger viewers (i.e. those under the age of 50) was much less favourable than to most 'This Land' broadcasts. As a result, the index of enjoyment for the audience as a whole was 71 - one of the lowest recorded for the series these last two seasons and well below the respective 81 and 79 enjoyment norms of the 1972-73 and current 'This Land' series. The record to date this year:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 26	Introduction to 1973-74 series	9	76
Oct. 3	Portrait of a Newfoundland woman who served as medic to her small community	7	82

continued...

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: DECEMBER 28, 1973 - JANUARY 3, 1974

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS		CTV PROGRAM	
FRI 28th	7:00- 7:30	Local Programming		6	+ STARLOST (Repeat)	
	7:30- 8:00	Not Complete Network				
	8:00- 8:30	ALL IN THE FAMILY (Repeat)	32	12	+ SANFORD AND SON (Repeat)	
	8:30- 9:00	MASH (Repeat)	26	15	FRIDAY NIGHT MOVIE (<i>'Tenafly - Man Running'</i>)	
	9:00- 9:30	‡ TOMMY HUNTER	17			
	9:30-10:00					
	10:00-10:30	Not Complete Network				14
	10:30-11:00					
SUN 30th	7:00- 7:30	THE BEACHCOMBERS	18	13	+ THE BRADY BUNCH	
	7:30- 8:00	THE WALTONS	24	21	SONNY AND CHER	
	8:00- 8:30					
	8:30- 9:00	NEEDLES AND PINS	9	14	CTV SUNDAY NIGHT MOVIE (<i>'Short Walk to Daylight'</i>) (Repeat)	
	9:00- 9:30	THE COLLABORATORS (<i>'Tell Them What You Know'</i>)	12			
	9:30-10:00					
	10:00-10:30	'1973 YEAR END REVIEW'	10			#
	10:30-11:00					
MON 31st	7:00- 7:30	Local Programming		#	+ 'F. SCOTT FITZGERALD AND 'THE LAST OF THE BELLES''	
	7:30- 8:00	Not Complete Network				
	8:00- 8:30	THE PARTRIDGE FAMILY (Repeat)	19			
	8:30- 9:00	CANNON	22	#	'THE CONNIE STEVENS SHOW'	
	9:00- 9:30					
	9:30-10:00	THIS IS THE LAW	14	8	PIG 'N' WHISTLE (Repeat)	
	10:00-10:30	THE NATURE OF THINGS (<i>'The Lacandones'</i>) (Repeat)	8	8	MEDICAL CENTRE (Repeat)	
	10:30-11:00					
TUE 1st	8:30- 9:00	△ POLICE STORY (Repeat)	16	15	KOJACK	
	9:00- 9:30					
	9:30-10:00	FRONT PAGE CHALLENGE	17	4	TARGET THE IMPOSSIBLE	
	10:00-10:30	'WITHOUT A HOBBY, IT'S NO LIFE'	14	12	+ MARCUS WELBY, M.D. (Repeat)	
THU 3rd	7:00- 7:30	Local Programming		10	+ IAN TYSON	
	7:30- 8:00	Not Complete Network		Not Complete Network		
	8:00- 8:30	CAROL BURNETT	26	23	+ KUNG FU	
	8:30- 9:00					
	9:00- 9:30			22	IRONSIDE	
	9:30-10:00	Not Complete Network		20	+ THE STREETS OF SAN FRANCISCO	
	10:00-10:30					
	10:30-11:00					
S-5	11:00-11:20	CBC NEWS	14	9	‡ CTV NEWS	

‡ Pre-empted on CPFL (London)

△ Pre-empted in the Atlantic regions

‡ Re-scheduled on Saturday and Wednesday

+ Not carried (on this day and at this time) on all CTV stations

Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Oct. 10	'From Out Of The Wilder- ness' - a look at the Ontario Correctional System's 'Camp Dare'	7	83
Oct. 24	'The Maple Leaf Forever' - on the use and abuse of maple trees in Canada	5	82
Oct. 31	'The Men In Her Life' - photographer-journalist Cathy Wismer interviews residents of the Temagami area of Northern Ontario	7	78
Nov. 7	'Let It Be' - on the human threat to wildlife survival	8	84
Nov. 14	'In Search Of Silence' - a trip with the Guyot family to the Northern Manitoba lake district	7	80
Nov. 21	'Down Home Country' - a visit to Campbellton, New Brunswick, hometown of playwright-composer Tom Gallant	8	76
Nov. 28	'When The Fish Is Runnin' - a visit with Newfound- land fisherman Leonard Snook	8	80
Dec. 5	'The Mackenzie Pipeline' - an examination of possible adverse effects of the proposed pipeline	7	71
Dec. 12	'Wild Goose Chase' - a visit with ornithologist Roy Simmons to the NWT breeding ground of the Ross Goose	9	82

continued....

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Dec. 19	'Eastern Slopes' - discussion of possible future uses of the eastern side of the Canadian Rockies	7	76
Dec. 26	'The City' - a search for nature in a large urban centre using Toronto as an example	7	76
Jan. 2	'The Loyalists' - a dramatic re-enactment of the story of the Empire Loyalists	7	71

- The MUSICAMERA series of Wednesday night music specials this week was extended to 90 minutes (from 8:30-10:00 pm) for a repeat showing of the new Rudolf Nureyev version of Tchaikowsky's 'The Sleeping Beauty'. Performed by the National Ballet of Canada, it featured guest artist Nureyev as Prince Florimund and Veronica Tennant as Princess Aurora. On this occasion, it drew a 13 per cent audience - just two-thirds as big as the December 20, 1972 audience to the original broadcast which ran at the same hour on Wednesday but substantially bigger than last week's peak 'Musicamera' audience of 9 per cent to 'Feux Follets'. As before, overall audience reaction to 'Sleeping Beauty' was specially enthusiastic for a CBC ballet production. Again having its best reception in the major urban centres, the program on this second showing rated an enjoyment index of 73 - just short of the 76 enjoyment level attained by the original broadcast and well above the respective 67, 63 and 61 indices of past season presentations of the ballets 'Swan Lake', 'Cinderella' and 'Romeo and Juliet'.
- Making its third appearance in the Wednesday, 10:00-10:30 pm slot, the NFB's WEST series this week showed a further rise in viewing. At 9 per cent the audience to 'Starblanket' - a profile of 26-year-old Noel Starblanket, chief of an Indian Reserve near Fort Qu'Appelle, Saskatchewan - was marginally bigger than the series' 8 per cent audience of the week before and substantially bigger than the opening 'West' audience of 6 per cent. While many of those who watched 'Starblanket' praised the young man and his people for trying to improve their own situation, there was considerable viewer objection to some of Chief Star-

blanket's language and to what seemed to some viewers his rather defiant attitude toward the white man. The index of enjoyment for the audience as a whole was 63 - well below the 71-73 enjoyment levels of the two earlier 'West' programs on sculptor Joe Fafard and businessman Bob Keen.

- Thursday of this week marked the final appearance of DELILAH (9:00-9:30 pm on the metronet and some CBC affiliated stations). Throughout its three-month run, the CBC comedy series has drawn small and unenthusiastic audiences, the weekly audiences averaging 5 per cent, the enjoyment indices a low 56.
- COUNTRYTIME this week made its final appearance in the Thursday, 9:30-10:00 pm slot it has occupied on the metronet and on some CBC affiliated stations since early October. During this time, as in past seasons, the series has been very much enjoyed by those who watch it - average index both this season and last, 79. However, with both a more limited distribution as well as stiffer CTV opposition, the current 'Countrytime' series has maintained an audience only slightly more than half as big as its usual Saturday post-hockey audiences of last year - average 7 per cent as against the 1972-73 season average of 12 per cent. And, in the common CBC-CTV coverage area, the CTV network's popular 'Ironside' series this season has consistently out-drawn the CBC country music show by close to 3 to 1. On this last occasion before moving (in four weeks time) to the Wednesday, 10:30-11:00 pm slot on the full network, 'Countrytime' drew an 8 per cent audience and rated an enjoyment index of 75.
- This week's program in the TAKE 30/60 series was a 30-minute (10:00-10:30 pm on the metronet and on some CBC affiliate stations) interview with naturalist John Livingston. In conversation with Ed Reid, he talked of his latest book 'One Cosmic Instant' which warns that man must learn to live with nature and his environment in order to survive. The audience was 3 per cent - too small to provide a reliable indication of how much the program was enjoyed by those who watched it.
- The subject of this week's CBC NEWSMAGAZINE (Thursday, 10:30-11:00 pm) was 'Abortion and The Law'. With particular emphasis on the Henry Morgentaler case, the program featured the comment of pro and anti-abortionists and of representatives of the medical and legal professions. With viewing at the usual 'Newsmagazine' level of 4 per cent, the broadcast was well received with an audience enjoyment index of 76.

- . In its late (10:00-11:00 pm) Friday evening slot on the metronet and on some affiliate stations, THE WORLD AT WAR continues each week to draw a small but enthusiastic audience. With a 6 per cent audience and an index of enjoyment of 77, this week's 'Home Fires - Britain 1940-1944' about equalled the viewing and enjoyment norms of preceding instalments.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/74/6

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: JANUARY 4-10, 1974

THIS WEEK

In addition to regular programming the network this week presented the 'Commonwealth Games Diving Trials', 'The Musical World Of The RCMP', the Canadian feature film 'The Rowdyman', the documentary 'The Fifth Estate - The Espionage Establishment' and the special 'Nature of Things'/'Man Alive' co-production 'A Comet's Tale'. The week's schedule also included a repeat of the musical 'The Pipes' and a half hour film 'Plain People'; due to insufficient advance notice of scheduling, however, no audience information is available for these two broadcasts.

The week marked the return to the network of 'Canadian College Sports', 'Dick Van Dyke', 'Marketplace', 'Arts '74', and 'Adieu Alouette', and the series' debut of 'Canadian Film Makers' and the bi-weekly 'Ombudsman'.

Regular programs pre-empted throughout the country this week included 'Cannon', 'This Is The Law', 'This Land' and 'CBC Newsmagazine'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Sunday's fourth program of THE COLLABORATORS series (9:00-10:00 pm) was the Grahame Woods drama 'All My Love.... Jennie'. At 16 per cent, the audience was 2 percentage points bigger than the audience reached by last week's George Robertson play and substantially bigger than the audiences of 9-11 per cent attracted to the series' initial two episodes. The enjoyment index for 'All My Love... Jennie' was 71 - equal to that recorded for last week's play and much above the 64 enjoyment norm for the earlier two 'Collaborators' programs.
- Following 'The Collaborators' at 10:00-10:30 pm on Sunday, the network carried the season premiere of THE MARKETPLACE. Hosted by Joan Watson and George Finstad, this initial broadcast included a review of safety tests conducted by the Consumers Association of Canada on hockey helmets; comment on the new Hazardous Products Act; economists Dian Cohen and Roger Schwass discussing the effects of the energy crisis on the Canadian economy; an item on the pros and cons of manufacturers retaining well-known sports personalities to endorse their sports equipment, and a report on the success in Newfoundland and failure in Cape Breton of the CMHC's 'shell housing' program. Viewing of 'Marketplace' on this first occasion was at 12 per cent - several percentage points above average for the Sunday 10:00 pm slot to date this season. As a whole, the program went over well with those who watched it, index of audience enjoyment 76.
- Sunday also marked the network debut of the new bi-weekly series featuring Montreal lawyer and lecturer Robert Cooper as OMBUDSMAN. Telecast following 'Marketplace' at 10:30-11:00 pm, this first edition attracted a national audience of 8 per cent and rated an overall index of audience enjoyment of 67.
- Earlier on Sunday evening, the DICK VAN DYKE situation comedy made its debut in the 8:30-9:00 pm slot occupied until recently by the now defunct 'Needles and Pins' series. The audience to this initial 'Van Dyke' episode was 14 per cent - some three percentage points bigger than the audience maintained by 'Needles and Pins' but, by past-season standards, an unusually small audience for this prime Sunday slot. The program was received with little enthusiasm by those who watched it, index of enjoyment 66.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: JANUARY 4-10, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY	Fri. 8:00- 8:30	36	85
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	34	85
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:30	32	73
THE WALTONS	Sun. 7:30- 8:30	30	89
MASH	Fri. 8:30- 9:00	27	84
'THE ROWDYMAN' (film)	Mon. 8:30-10:00	26	68
CAROL BURNETT	Thu. 8:00- 9:00	24	71
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	22	72
THE BEACHCOMBERS	Sun. 7:00- 7:30	21	73
MARY TYLER MOORE	Tue. 8:00- 8:30	21	77
POLICE STORY	Tue. 8:30- 9:30	20	79
'A COMET'S TALE' (Kohoutek)	Mon. 10:00-11:00	20	57
TOMMY HUNTER	Fri. 9:00-10:00	19	79
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	17	78
THE COLLABORATORS ('All My Love.... Jennie')	Sun. 9:00-10:00	16	71
CBC NATIONAL NEWS	S-S 11:00-11:21	15	80
DICK VAN DYKE	Sun. 8:30- 9:00	14	66
MARKETPLACE	Sun. 10:00-10:30	12	76
EDGE OF NIGHT	M-F 3:30- 4:00	11	84
+ SINGALONG JUBILEE	Sat. 10:30-11:00	10	68
WEST	Wed. 10:00-10:30	9	80
UP CANADA	Tue. 10:00-10:30	9	61
MUSICAMERA ('Music of Mexico')	Wed. 9:00-10:00	8	69
OMBUDSMAN	Sun. 10:30-11:00	8	67
FAMILY COURT	M-F 4:00- 4:30	6	72
SOME HONOURABLE MEMBERS	Tue. 10:30-11:00	6	65
TOMMY BANKS	Wed. 10:30-11:00	6	48
'THE FIFTH ESTATE - THE ESPIONAGE ESTABLISHMENT'	Wed. 8:00- 9:00	5	70
TAKE THIRTY	M-F 3:00- 3:30	4	71
* CANADIAN COLLEGE SPORTS	Sat. 2:00- 3:30	3	73
COUNTRY CANADA	Sun. 1:30- 2:00	3	83
* COMMONWEALTH GAMES DIVING TRIALS	Sat. 3:30- 4:00	3	78
MUSIC TO SEE	Sun. 5:00- 5:30	2	\$
ARTS '74	Sun. 4:30- 5:00	2	\$
NATION'S BUSINESS (New Democratic Party)	Sun. 11:15-11:21	2	\$
‡ PROVINCIAL AFFAIRS	Sat. 11:15-11:21	2	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

* Re-scheduled in some areas

‡ Not telecast in Ontario and the Atlantic regions

\$ Sample too small for reliable reporting of enjoyment level

- Monday of this week marked the world television premiere of the feature film THE ROWDYMAN starring Gordon Pinsent (who also wrote the screenplay) in the title role and featuring Will Geer, Linda Goranson and Frank Converse. Broadcast in the 8:30-10:00 pm slot normally occupied by 'Cannon' and 'This Is The Law', 'The Rowdyman' drew a very big audience. At 26 per cent it was about equal to the audience normally attracted to 'Cannon' and substantially bigger than the 19 per cent audience maintained this season by 'This Is The Law'. The film was very well received by those teenagers who watched it (index 80) and fairly well received by the younger adult members of the audience (index 74). However, the older viewers - those aged 50 and over - were much less enthusiastic about the program, index of enjoyment for this segment of the audience a low 55. The resultant index for the audience as a whole was 68. Eastern viewers, incidentally, enjoyed the 'Rowdyman' far more than those living in the more western areas of the country, the indices of enjoyment for these two viewer groups being 74 and 59 respectively.
- Following 'The Rowdyman' at 10:00 pm, the network carried A COMET'S TALE, an hour-long study of the phenomenon of comets. Among those interviewed on the program was Czechoslovakian astronomer Dr. Lubos Kohoutek, discoverer of the comet now known as Kohoutek 1973. Jointly produced by 'The Nature of Things' and 'Man Alive', 'A Comet's Tale' attracted an unusually big audience for this late Monday slot. Indeed, at 20 per cent it was about double the size of audience normally drawn by 'The Nature of Things' (Mondays at 10:00-10:30 pm) and some four times the size of the usual 'Man Alive' audience (Mondays 10:30-11:00 pm). However, the program was very poorly received by those who watched it, index of audience enjoyment a low 57. Indications are that many viewers were expecting the program to deal primarily with the comet Kohoutek from a scientific viewpoint and were greatly disappointed to find a major portion of the program dealing with religious interpretations, ancient superstitions and the several happenings and phenomena throughout recorded history which various cultures interpreted to portend the end of the world.
- Tuesday evening (10:00-10:30 pm) saw the return of the UP CANADA series after a two-week absence from the network. Included in this week's show were a report on the changing way of life in Old Crow, Yukon and two satirical items - Rex Murphy's predictions for 1974 and a 'One Honourable Member' sketch. Viewing was at 9 per cent - just short of the 10 per cent viewing mark reached by the two immediately preceding editions of 'Up Canada' and 2 percentage points above the viewing level attained by most other 'Up Canada' broadcasts this season. The index of enjoyment for the program as a whole was 61 - close to the series' enjoyment norm but much below the peak 75 index recorded for the series on its last occasion.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: JANUARY 4-10, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE	Thu. 7:30- 8:00	20	79
THE IRISH ROVERS	Fri. 7:30- 8:00	16	85
GILLIGAN'S ISLAND	M-F 5:30- 6:00	16	77
'THE MUSICAL WORLD OF THE RCMP'	Thu. 9:00-10:00	13	79
LOTS A LUCK	Mon. 7:30- 8:00	12	74
HYMN SING	Sun. 5:30- 6:00	9	81
WORLD AT WAR	Fri. 10:00-11:00	7	74
TAKE SIXTY	Thu. 10:00-11:00	6	79
* CBC CURLING CLASSIC	Sat. 4:00- 5:00	5	75
HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	4	73
* MUSIC MACHINE	Sat. 6:30- 7:00	4	53
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	76
MR. CHIPS	Wed. 7:45- 8:00	3	\$
* UPDATE	Sat. 6:00- 6:30	3	\$
VIEWPOINT	M-F 11:22-11:29	3	68
* REPLAY	Sat. 7:30- 8:00	2	\$
JULIETTE AND FRIENDS	M-F 2:00- 2:30	2	73
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	2	90
ADIEU ALOUETTE (Repeat)	Sun. 2:00- 2:30	1	\$
CANADIAN FILM MAKERS	Sun. 2:30- 3:00	1	\$
DOLLARS AND SENSE	Sun. 1:00- 1:30	1	\$
NEWS PROFILE	Sun. 12:30-12:45	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	20	84
<u>CTV PROGRAMS</u>			
* WEDNESDAY NIGHT MOVIE ('The Hellfighters') (Repeat)	Wed. 8:00-10:30	22	84
SONNY AND CHER	Sun. 7:30- 8:30	18	79
+ THE STREETS OF SAN FRANCISCO	Thu. 9:00-10:00	18	84
KOJACK (Repeat)	Tue. 10:00-11:00	16	81
+ THE ROOKIES	Mon. 7:00- 8:00	16	84
IRONSIDE	Thu. 8:00- 9:00	15	80
CTV SUNDAY NIGHT MOVIE (Shaft - 'The Kidnapping')	Sun. 8:30-10:00	15	82
FRIDAY NIGHT MOVIE (Faraday And Company - 'A Matter Of Magic')	Fri. 8:30-10:00	14	72
* ACADEMY PERFORMANCE ('Getting Straight')	Sat. 8:00-10:00	14	64
POLICE SURGEON	Sat. 7:30- 8:00	14	76
MEDICAL CENTER	Mon. 9:00-10:00	13	82
+ F.B.I.	Fri. 10:00-11:00	12	77
+ MARCUS WELBY, M.D.	Tue. 9:00-10:00	12	81
+ THE BRADY BUNCH	Sun. 7:00- 7:30	12	77
+ SANFORD AND SON	Fri. 8:00- 8:30	12	87
+ UNTAMED WORLD	Sun. 5:00- 5:30	10	82
PIG 'N' WHISTLE	Mon. 10:00-10:30	9	76
+ WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	9	77
ANOTHER WORLD	Tu-F 3:00- 3:30	9	85
CTV NATIONAL NEWS	S-S 11:00-11:20	9	79
W5	Sun. 10:00-11:00	8	72
+ BANJO PARLOUR	Sat. 7:00- 7:30	8	62
+ IAN TYSON	Thu. 10:00-10:30	7	72
+ HEADLINE HUNTERS	Tue. 7:00- 7:30	7	77
SOMERSET	M-F 2:30- 3:00	5	81
ANYTHING YOU CAN DO	M-F 4:00- 4:30	5	71
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	4	81
+ SPORTS BEAT '74	Wed. 10:30-11:00	3	73
QUESTION PERIOD	Sun. 4:30- 5:00	2	\$

* Re-scheduled in some areas

+ Not carried (on this day and at this time) on all CTV stations

\$ Sample too small for reliable reporting of enjoyment level

- Following 'Up Canada' at 10:30-11:00 pm, Patrick Watson introduced MPs Terry O'Connor, Frank Howard and John Reid as his guests on SOME HONOURABLE MEMBERS. Main topic of discussion was the new Election Expenses Act. Both the size of the audience (6 per cent) and the index of audience enjoyment (index 65) were about average for the series to date this season.
- At 8:00-9:00 pm on Wednesday, CBC stations across the country carried THE FIFTH ESTATE - THE ESPIONAGE ESTABLISHMENT, an examination of Canadian activities in espionage, intelligence establishments in Canada and the United States and the extent of co-operation between American and Canadian intelligence agencies. Viewing was at the relatively low 5 per cent mark. Nor was the program any more than moderately well received by those who did watch it, index of enjoyment 70.
- This week's MUSICAMERA (Wednesday, 9:00-10:00 pm) was 'Music of Mexico', a music-documentary tracing the historical origins of the customs and music of Mexico. Narrators were Harry Mannis, George MacLean and George Finstad. The program drew an 8 per cent audience - substantially smaller than the peak 'Musicamera' audience (13 per cent) attracted to the previous week's 'Sleeping Beauty' ballet but about average for the 'Musicamera' series as a whole. Audience reaction was not specially enthusiastic, index of enjoyment 69.
- At 10:00-10:30 pm on Wednesday, the NFB WEST series presented 'Every Saturday Night', a visit with some of the men of the Southern Alberta badlands who formed their own bands and musical groups during the depression years in order to earn extra money. The audience was 9 per cent - about the same size of audience as the series has been attracting over the past two weeks and some three percentage points bigger than the audience attracted to the series' mid-December debut show. The audience much enjoyed the program, the index of enjoyment of 80 being the highest yet recorded for the 'West' series.
- Following this at 10:30-11:00 pm, the TOMMY BANKS 'talk' show made its final appearance on the network. The audience was 6 per cent - just one percentage point bigger than the average audience maintained by the series throughout its three-month run. Featuring as guests actor Leslie Nielsen and the rock group 'Privilege', this week's show rated an unusually low enjoyment index of 48 as against the series' average index of 66.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: JANUARY 4-10, 1974

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS		CTV PROGRAM
FRI 4th	7:00- 7:30	Local Programming	#	12	NATIONAL GEOGRAPHIC SPECIAL ('Journey To The Outer Limits')
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	ALL IN THE FAMILY			
	8:30- 9:00	MASH	27	15	FRIDAY NIGHT MOVIE (Faraday And Company - 'A Matter Of Magic')
	9:00- 9:30	TOMMY HUNTER	18		
	9:30-10:00				
	10:00-10:30	Not Complete Network			
	10:30-11:00			13	+ F.B.I.
SUN 6th	7:00- 7:30	THE BEACHCOMBERS	20	13	+ THE BRADY BUNCH
	7:30- 8:00				
	8:00- 8:30	THE WALTONS	29	19	SONNY AND CHER
	8:30- 9:00	DICK VAN DYKE		15	CTV SUNDAY NIGHT MOVIE (Shaft - 'The Kidnapping')
	9:00- 9:30	THE COLLABORATORS ('All My Love..Jennie')	15		
	9:30-10:00				
	10:00-10:30	MARKETPLACE	11	9	WS
	10:30-11:00	OMBUDSMAN	7		
MON 7th	7:00- 7:30	Local Programming	#	16	+ THE ROOKIES
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	THE PARTRIDGE FAMILY			
	8:30- 9:00		26	14	MEDICAL CENTRE
	9:00- 9:30	'THE ROWDYMAN' (film)			
	9:30-10:00				
	10:00-10:30	'A COMET'S TALE' (Khoustek)	19	10	PIG 'N' WHISTLE
	10:30-11:00				Not Complete Network
TUE 8th	7:00- 7:30	Local Programming	#	7	+ HEADLINE HUNTERS
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	MARY TYLER MOORE			
	8:30- 9:00	POLICE STORY	19	13	+ MARCUS WELBY, M.D.
	9:00- 9:30				
	9:30-10:00	FRONT PAGE CHALLENGE	16		
	10:00-10:30	UP CANADA	8	17	KOJACK (Repeat)
	10:30-11:00	SOME HONOURABLE MEMBERS	5		
THU 10th	7:00- 7:30	Local Programming	#	7	GIRL WITH SOMETHING EXTRA
	7:30- 8:00	Not Complete Network			
	8:00- 8:30				
	8:30- 9:00	CAROL BURNETT	23	16	IRONSIDE
	9:00- 9:30		19	8	+ THE STREETS OF SAN FRANCISCO
	9:30-10:00				
	10:00-10:30	Not Complete Network			
	10:30-11:00			#	+ IAN TYSON
S-S					TARGET THE IMPOSSIBLE
	11:00-11:20	CBC NEWS	14	9	CTV NEWS

+ Not carried (on this day and at this time) on all CTV stations
Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

- On Thursday at 9:00-10:00 pm, the metronet and some CBC affiliated stations carried THE MUSICAL WORLD OF THE RCMP. Hosted by Max Ferguson, this was a cross-country review of the various special musical ceremonies performed by members of the RCMP during 1973 to celebrate the 100th anniversary of the force. The audience was 13 per cent, the index of enjoyment 79.
- Thursday's TAKE 30/60 was a magazine show running from 10:00-11:00 pm on the metronet and some CBC affiliated stations. Included were: an item on the recent hit record based on Gordon Sinclair's radio editorial praising America; a report on the lead poisoning which can result from industrial air pollution; an interview with a Nova Scotia engineer who has proposed, as an unusual solution to the oil crisis, the floating of Nova Scotia to a warmer climate; a report on the recent elections in Israel; and an item on life in a Montreal suburb. The audience was 6 per cent as against most previous 'Take 30/60' audiences of just 3-4 per cent. Audience reaction to the program as a whole was quite favourable, index of enjoyment 79.
- During the first two months of the current season, the Saturday post-'Hockey' SINGALONG JUBILEE series drew weekly audiences falling for the most part in the 7-9 per cent range. Since mid-December the 'Singalong' audiences have been at the somewhat higher 10-11 per cent mark. Audience reaction to the current series continues to be less favourable than was the case last season, the average enjoyment index to date this season 72 as against the 1972-73 'Singalong' enjoyment norm of 79.
- Three series had their first showing of the season on Sunday afternoon this week. These were ARTS '74, a half-hour of news from the art world, ADIEU ALOUETTE, the NFB series on Quebec originally shown on CBC-TV last season, and CANADIAN FILM MAKERS, a nine-week series of half-hour films made by Canadians. 'Arts '74' is scheduled on the full network in the 4:30-5:00 pm slot; 'Adieu Alouette' and 'Canadian Film Makers' occupy the 2:00-3:00 pm period on the metronet with availability to CBC affiliated stations. Each of these series drew a first-week audience of just 1-2 per cent - too small to provide any indication of viewer enjoyment.

A CBC RESEARCH REPORT

TV/74/6

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: JANUARY 11-17, 1974

THIS WEEK

Special programming on the full network this week included an hour-long tribute to the retiring Governor-General, The Right Honourable Roland Michener, and live coverage of the NFL 'Super Bowl' championship game between the Miami Dolphins and Minnesota Vikings. In addition, the metronet and some CBC affiliated stations carried live coverage of the installation of Jules Leger as Governor-General.

The week also marked the network debut of 'The Play's The Thing' and the bi-weekly program 'In The Present Tense'.

Regular programs pre-empted throughout the country included 'Adieu Alouette', 'Canadian Film Makers' and 'Arts '74'.

SOURCE OF INFORMATION

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THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Sunday's fifth program of THE COLLABORATORS series (9:00-10:00 pm) was 'Winner Lose All' by Grahame Woods. At 15 per cent, the audience was about equal in size to the audience maintained by the series over the past two weeks and some 4-6 percentage points bigger than the audience attracted to 'The Collaborators' on its first two occasions. Overall audience reaction to the play was fairly favourable by CBC-drama standards, enjoyment index 69 as against the 71 recorded for the two immediately preceding 'Collaborators' episodes and the 64 enjoyment norm attained by the series' initial two presentations.
- Following 'The Collaborators' at 10:00-10:30 pm on Sunday, the second MARKETPLACE program of the season included an examination of fraudulent used car sales operations in Alberta; a Dian Cohen report on the 18 per cent Chargex interest rate; and a look at the function of egg marketing boards. Viewing was at 13 per cent - up one percentage point over the viewing level reached by last week's debut program. This week's program was very much enjoyed by the majority of those who watched it, index of enjoyment a high 82.
- Sunday marked the network debut of the new current affairs series hosted by Jennifer Davis and Paul Rush - IN THE PRESENT TENSE. Telecast following 'Marketplace' at 10:30-11:00 pm, this first edition looked at what was termed 'the fine art of government lying in a crisis'. The national audience was 5 per cent - 3 percentage points smaller than the audience attracted in this same slot last week to the 'Ombudsman' debut. On the whole, viewer reaction was just moderately favourable, index of enjoyment 71.
- Thursday evening saw the debut on the metronet and some CBC affiliated stations of the new anthology drama series THE PLAY'S THE THING. Telecast at 9:00-10:00 pm, this week's presentation was Alice Munro's 'How I Met My Husband' starring Lynne Griffin, George R. Robertson and Jackie Burroughs. The audience was relatively small - 7 per cent, the index of enjoyment (73) fairly high by CBC-drama standards.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: JANUARY 11-17, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY	Fri. 8:00- 8:30	39	86
‡ THE WALTONS	Sun. 7:30- 8:30	29	89
MASH	Fri. 8:30- 9:00	28	83
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:30	28	71
△ * THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	27	86
CANNON	Mon. 8:30- 9:30	27	80
CAROL BURNETT	Thu. 8:00- 9:00	25	71
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	22	76
MARY TYLER MOORE	Tue. 8:00- 8:30	21	75
TOMMY HUNTER	Fri. 9:00-10:00	20	81
POLICE STORY	Tue. 8:30- 9:30	20	77
+ SUPER BOWL GAME	Sun. 2:30- 5:39	20	66
△ THE BEACHCOMBERS	Sun. 7:00- 7:30	18	72
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	18	79
THIS IS THE LAW	Mon. 9:30-10:00	16	72
THE COLLABORATORS ('Winner Lose All')	Sun. 9:00-10:00	15	69
CBC NATIONAL NEWS	S-S 11:00-11:21	14	81
MARKETPLACE	Sun. 10:00-10:30	13	82
DICK VAN DYKE	Sun. 8:30- 9:00	13	72
THE NATURE OF THINGS ('The First Inch')	Mon. 10:00-10:30	11	81
'ROLAND MICHENER: THE MAN AND THE OFFICE'	Wed. 8:30- 9:30	11	86
EDGE OF NIGHT	M-F 3:30- 4:00	11	85
WEST	Wed. 10:30-11:00	11	67
UP CANADA	Tue. 10:00-10:30	10	59
MAN ALIVE (Repeat)	Mon. 10:30-11:00	10	84
‡+ SINGALONG JUBILEE	Sat. 10:30-11:00	8	63
THIS LAND	Wed. 8:00- 8:30	8	83
FAMILY COURT	M-F 4:00- 4:30	7	76
SOME HONOURABLE MEMBERS	Tue. 10:30-11:00	7	72
MUSICAMERA ('Tour En L'Air')	Wed. 9:30-10:30	6	66
IN THE PRESENT TENSE	Sun. 10:30-11:00	5	71
TAKE THIRTY	M-F 3:00- 3:30	4	76
+ CANADIAN COLLEGE SPORTS	Sat. 2:00- 4:02	4	74
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	\$
‡* COUNTRY CANADA	Sun. 1:30- 2:00	3	\$
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	3	\$

‡ Joined in progress in some areas

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

△ Pre-empted in some areas

* Re-scheduled in some areas

‡+ Joined in progress at 10:54 pm in the Toronto region

\$ Sample too small for reliable reporting of enjoyment level

- Following 'The Play's The Thing' at 10:00-10:30 pm on the metronet and some CBC affiliated stations, TAKE 30 visited the isolated Labrador community of Hopedale. The audience was 5 per cent - down one percentage point from the audience reached by the previous week's 'Take 60' (at 10:00-11:00 pm) but slightly bigger than most previous audiences to this season's 'Take 30/60' series (average audience 3-4 per cent). Like the majority of these 'Take 30' programs, this week's report on the changing way of life in Hopedale was well received by those who watched it, index of audience enjoyment 78.
- Next on Thursday, at 10:30-11:00 pm on the metronet and some affiliates, came CBC NEWSMAGAZINE's report on Britain's current political, social and economic problems. Viewing was at 5 per cent - up slightly from the 3-4 per cent viewing mark reached by most previous editions of 'Newsmagazine'. Overall audience reaction to this week's program was very favourable, the index of enjoyment of 80 about equalling the high enjoyment norm maintained by the series to date this season.
- On Monday at 10:00 pm, THE NATURE OF THINGS presented a half-hour of microscopic photography revealing the myriad world of bacteria, parasites and predators living in the Earth's 'First Inch'. The program attracted an 11 per cent audience - about equal in size to the audience attracted to most nature/science studies presented by 'The Nature Of Things' during the past two seasons. And, like most previous 'Nature Of Things' documentaries of this kind, 'The First Inch' was much enjoyed by its viewers, index of audience enjoyment 81.
- Following this at 10:30-11:00 pm, MAN ALIVE presented the first of three programs sub-titled 'Life Before Birth'. Originally telecast last season (in November and again in February), this initial program on prenatal life included interviews with several pioneers in fetal research - Dr. Albert Liley of New Zealand, brain surgeon Dr. Allan Neims of Montreal, and Dr. Lester Sontag of Ohio. The audience to the program was 10 per cent - about equal in size to the audience attracted to this same program last February but approximately double the current season's average 'Man Alive' audience. As was the case last year, audience reaction to this first 'Life Before Birth' documentary was highly favourable, index of enjoyment on this occasion 84.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: JANUARY 11-17, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Fri. 7:30- 8:00	18	85
MAUDE	Thu. 7:30- 8:00	17	80
GILLIGAN'S ISLAND	M-F 5:30- 6:00	16	77
LOTSA LUCK	Mon. 7:30- 8:00	12	75
WORLD AT WAR	Fri. 10:00-11:00	10	77
HYMN SING	Sun. 5:40- 6:00	7	86
THE PLAY'S THE THING ('How I Met My Husband')	Thu. 9:00-10:00	7	73
CBC NEWSMAGAZINE	Thu. 10:30-11:00	5	80
TAKE THIRTY	Thu. 10:00-10:30	5	78
CBC CURLING CLASSIC	Sat. 4:00- 5:00	5	80
HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	4	74
△ INSTALLATION OF JULES LEGER AS GOVERNOR-GENERAL	Mon. 11:00-12:24	4	78
JULIETTE AND FRIENDS	M-F 2:00- 2:30	4	75
* MUSIC MACHINE	Sat. 6:30- 7:00	4	61
MR. CHIPS	Wed. 7:45- 8:00	3	72
‡ ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	78
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	3	90
VIEWPOINT	M-F 11:22-11:29	3	71
* UPDATE	Sat. 6:00- 6:30	3	§
* REPLAY	Sat. 7:30- 8:00	2	§
* DOLLARS AND SENSE	Sun. 1:00- 1:30	1	§
‡ * NEWS PROFILE	Sun. 12:30-12:45	1	§
<u>CBC METRONET</u>			
‡ THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	17	85
<u>CTV PROGRAMS</u>			
+ THE STREETS OF SAN FRANCISCO	Thu. 9:00-10:00	20	82
SONNY AND CHER	Sun. 7:30- 8:30	20	78
CTV SUNDAY NIGHT MOVIE ('Columbo: Publish Or Perish')	Sun. 8:30-10:00	19	79
KOJACK	Tue. 10:00-11:00	19	80
* WEDNESDAY NIGHT MOVIE ('The Kremlin Letter')	Wed. 8:00-10:30	17	69
+ THE ROOKIES	Mon. 7:00- 8:00	16	81
+ MARCUS WELBY, M.D.	Tue. 9:00-10:00	16	79
MEDICAL CENTER	Mon. 9:00-10:00	16	80
IRONSIDE	Thu. 8:00- 9:00	15	80
+ * ACADEMY PERFORMANCE ('The Land Raiders') FRIDAY NIGHT MOVIE ('Tenafly - The Cash And Carry Caper')	Sat. 8:00-10:00	14	73
	Fri. 8:00- 9:30	14	76
+ KUNG FU	Mon. 8:00- 9:00	13	80
+ THE BRADY BUNCH	Sun. 7:00- 7:30	13	75
+ SANFORD AND SON	Thu. 7:30- 8:00	12	84
POLICE SURGEON	Sat. 7:30- 8:00	12	75
PIG 'N' WHISTLE	Mon. 10:00-10:30	10	71
+ IAN TYSON	Thu. 10:00-10:30	9	72
W5	Sun. 10:00-11:00	9	74
CTV NATIONAL NEWS	S-S 11:00-11:20	9	81
+ UNTAMED WORLD	Sun. 5:00- 5:30	8	86
□ ANOTHER WORLD	M-F 3:00- 3:30	8	87
+ WIDE WORLD OF SPORTS	Sat. 4:00- 5:30	8	80
+ GIRL WITH SOMETHING EXTRA	Thu. 7:00- 7:30	8	77
+ BANJO PARLOUR	Sat. 7:00- 7:30	7	63
+ HEADLINE HUNTERS	Tue. 7:00- 7:30	7	79
+ STARLOST	Fri. 7:00- 8:00	7	56
SOMERSET	M-F 2:30- 3:00	6	82
ANYTHING YOU CAN DO	M-F 4:00- 4:30	5	72
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	5	80
TARGET THE IMPOSSIBLE	Thu. 10:30-11:00	3	§
SPORTS BEAT '74	Wed. 10:30-11:00	2	§
+ * QUESTION PERIOD	Sun. 4:30- 5:00	2	§

‡ Joined in progress in some areas

△ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

* Re-scheduled in some areas

‡ Pre-empted in some areas (in the case of multi-day programs, on one occasion)

+ Not carried (on this day and at this time) on all CTV stations

□ Pre-empted on Thursday

§ Sample too small for reliable reporting of enjoyment level

- On Tuesday at 10:00-10:30 pm, UP CANADA drew another 10 per cent audience - about the same size of audience the series has been attracting since mid-December and substantially bigger than early-season 'Up Canada' audiences of 6-7 per cent. The major portion of this week's program was devoted to a Doug Collins interview with Malcolm Muggeridge. Audience reaction to the program as a whole was generally unfavourable, the index of audience enjoyment being a rather low 59. Previous editions of 'Up Canada' have had indices varying within a very wide range, from a low of 50 to a peak of 75.
- Following this at 10:30-11:00 pm on SOME HONOURABLE MEMBERS, Patrick Watson discussed the James Bay power project with MPs Flora MacDonald (Kingston), Judd Buchanan (Southern Ontario) and Wally Firth (Northwest Territories). The audience was 7 per cent - somewhat bigger than most previous 'Members' audiences of 4-5 per cent. The program was also received with slightly more enthusiasm by those who watched it than most earlier programs in the series, index of audience enjoyment on this occasion 72.
- Wednesday's full network schedule began at 8:00 pm with a THIS LAND profile of Jenny Gilbertson, a 70-year old BBC filmmaker who has been living and working in the Canadian Arctic. The audience was 8 per cent or about average for 'This Land' to date this season. Like most 'This Land' broadcasts, this one went over very well with the majority of those who watched it, index of enjoyment a high 83.
- Following this at 8:30-9:30 pm, CBC network stations across the country carried ROLAND MICHENER: THE MAN AND THE OFFICE, a documentary profile of Roland Michener during his term as Governor-General. The program attracted an 11 per cent audience and rated a very high overall enjoyment index of 86.
- Then at 9:30-10:30 pm, MUSICAMERA presented the NFB film portrait of the husband and wife dancing team, Anna Marie and David Holmes. 'Tour En L'Air' attracted a 6 per cent audience as against previous 'Musicamera' audiences in the 5 to 13 per cent range. Audience reaction was not specially enthusiastic on the whole, index of enjoyment 66. The complete 'Musicamera' audience record to date this season:

continued....

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: JANUARY 11-17, 1974

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
FRI 11th	7:00- 7:30	Local Programming	7	+ STARLOST	
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	ALL IN THE FAMILY	39	FRIDAY NIGHT MOVIE ('Tenaflly - The Cash And Garry Caper')	
	8:30- 9:00	MASH	27		
	9:00- 9:30	TOMMY HUNTER	19	Not Complete Network	
	9:30-10:00				
	10:00-10:30	Not Complete Network	#		'PERSONAL VIEW - PETAR USTINOV'
	10:30-11:00				
SUN 13th	7:00- 7:30	△ THE BEACHCOMBERS	17	13	+ THE BRADY BUNCH
	7:30- 8:00	‡ THE WALKERS	28	21	SONNY AND CHER
	8:00- 8:30				
	8:30- 9:00	DICK VAN DYKE	12	20	CTV SUNDAY NIGHT MOVIE ('Columbo: Publish Or Perish')
	9:00- 9:30	THE COLLABORATORS ('Winner Lose All')	14		
	9:30-10:00				
	10:00-10:30	MARKETPLACE	13	9	#5
	10:30-11:00	IN THE PRESENT TENSE	5		
MON 14th	7:00- 7:30	Local Programming	17	+ THE ROOKIES	
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	THE PARTRIDGE FAMILY	22	14	+ KUNG FU
	8:30- 9:00	CANNON	26		
	9:00- 9:30			16	MEDICAL CENTRE
	9:30-10:00	THIS IS THE LAW	15	11	PIG 'N' WHISTLE
	10:00-10:30	THE NATURE OF THINGS ('The First Inch')	11		
	10:30-11:00	NAN ALIVE (Repeat)	9		Not Complete Network
TUE 15th	7:00- 7:30	Local Programming	8	+ HEADLINE HUNTERS	
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	MARY TYLER MOORE	20	#	CTV TUESDAY NIGHT MOVIE (Banacek - 'Vanishing Chalice')
	8:30- 9:00	POLICE STORY	19		
	9:00- 9:30			17	+ MARCUS WELBY, M.D.
	9:30-10:00	FRONT PAGE CHALLENGE	17	20	KOJACK
	10:00-10:30	UP CANADA	9		
	10:30-11:00	SOME HONOURABLE MEMBERS	6		
THU 17th	7:00- 7:30	Local Programming	8	+ GIRL WITH SOMETHING EXTRA	
	7:30- 8:00	Not Complete Network	13	+ SANFORD AND SON	
	8:00- 8:30	CAROL BURNETT	25	16	IRONSIDE
	8:30- 9:00				
	9:00- 9:30	Not Complete Network	21	+ THE STREETS OF SAN FRANCISCO	
	9:30-10:00				
	10:00-10:30	Not Complete Network	9	+ IAN TYSON	
	10:30-11:00				
S-S	11:00-11:20	CBC NEWS	14	9	CTV NEWS

△ Pre-empted on CHAT (Medicine Hat)

‡ Joined in progress on CHAT (Medicine Hat)

+ Not carried (on this day and at this time) on all CTV stations

Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Nov. 28	'Royal Anniversary' - NAC Orchestra at Bath Festival	6	66
Dec. 5	'Prize Winners '73' - winners of the CBC Talent Festival in concert	5	62
Dec. 19	'A Joyful Noise' - Maureen Forrester, Gene Lees and St. Michael's School Choir	7	75
Dec. 26	'Les Feux Follets' - dance ensemble plus folksingers Edith Butler and Bill Hosie	9	82
Jan. 2	'Sleeping Beauty' - repeat featuring Rudolf Nureyev, Veronica Tennant and the National Ballet	13	73
Jan. 9	'Music Of Mexico' - music documentary on customs and music of Mexico	8	69
Jan. 16	'Tour En L'Air' - Anna Marie and David Holmes	6	66

- Finally on Wednesday, at 10:30-11:00 pm, the NFB's WEST series presented 'Ruth and Harriet', a profile of two women living and working in Alberta's Peace River district. The audience was 11 per cent - the biggest yet recorded for the 'West' series (normally telecast a half-hour earlier at 10:00 pm on Wednesdays) and almost double the size of audience attracted to the debut program some five weeks ago. Audience reaction was not particularly favourable, index of enjoyment 67.
- The Friday (10:00-11:00 pm) series WORLD AT WAR this week drew a 10 per cent audience - up 3 percentage points over the audience attracted to last week's edition and about twice the size of audience drawn to most earlier 'World Of War' presentations. By past-season standards also, this 10 per cent audience is an unusually big one for a program running in this late, limited network slot. The series continues to go over well with those who watch it, this week's index of enjoyment 77.

- . On Monday, the metronet and some CBC affiliated stations telecast live coverage (11:00 am - 12:25 pm EST) of THE INSTALLATION OF JULES LEGER AS GOVERNOR-GENERAL. Viewing was at 4 per cent, the index of enjoyment 78.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/74/7

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: JANUARY 18-24, 1974

THIS WEEK

Special programming this week heavily disrupted the regular network schedule. On Wednesday, the network carried live satellite coverage of the 'Opening Ceremonies Of The Xth British Commonwealth Games' from Christchurch, New Zealand and on the following day, the metronet and some CBC affiliated stations carried a further half-hour of 'Opening Ceremonies' highlights. Other special programming included 'Commonwealth Games Swimming Trials', 'Edinburgh to Christchurch', 'Pro Ski Classic', a documentary on credit and inflation entitled 'We Want It All And We Want It Now', a tribute to the late Andrew Allen and a music special 'Look In Look Out'. Due to late notice of scheduling, however, no audience information is available for the two last-mentioned broadcasts.

The network also provided live coverage of the Federal-Provincial Energy Conference, a special relating to the Energy Conference entitled 'A Crude Complaint....The Price Of Alberta Oil', and, as a wrap-up of the Conference, the program 'Power, Politics and People - The Energy Conference in Ottawa'. Audience data is reported for only the last of these telecasts.

The week also marked the return of the 'World Of Music' and 'Youth Confrontation' series.

Regular programs pre-empted throughout the country this week included 'World At War', 'Canadian College Sports', 'Replay', 'The Partridge Family', 'Up Canada', 'Some Honourable Members', 'Musicamera', 'West', 'CBC Newsmagazine', one edition of 'Elwood Glover's Luncheon Date' and of 'Gilligan's Island', and two editions of 'Juliette And Friends', 'Take Thirty', 'Edge Of Night' and 'Family Court'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAMS NOTES

- There was a marked improvement in the overall performance of the bi-weekly OMBUDSMAN series this week. Telecast in its usual Sunday at 10:30 pm slot, the program drew a 10 per cent audience - 2 percentage points bigger than the audience reached by the series' debut two weeks ago and twice the size of audience attracted in this same slot last week to 'In The Present Tense', the bi-weekly series with which 'Ombudsman' alternates. In addition to attracting a bigger audience, this week's 'Ombudsman' was also much more enjoyed by those who watched it than was the initial broadcast, the index of enjoyment on this occasion being 77 as against 'Ombudsman's' first-week index of just 67.
- There was also a further increase in the size of the audience to THE COLLABORATORS this week (Sunday, 9:00-10:00 pm). Viewing was at 18 per cent - up 2-4 percentage points over the viewing mark reached by the previous three episodes and much higher than the 9-11 per cent viewing level attained by the series' initial two dramas. This 18 per cent audience ranks 'The Collaborators' as one of the week's biggest audience attractions among CBC-produced programs, placing it alongside 'Tommy Hunter', 'Front Page Challenge', 'The Beachcombers' and 'This Is The Law'. The enjoyment index for this week's play ('Beyond All Reasonable Doubt' by Grahame Woods) was 73 - marginally above the enjoyment norm maintained by the series over the past few weeks.
- Following this on Sunday at 10:00-10:30 pm, the third MARKETPLACE program of the season included a Dian Cohen report on a Pointe St. Charles housing improvement project; a review of safety tests conducted by the U.S. Consumers Union on infant car seats; a report on a Toronto food store selling merchandise at prices substantially below those of the supermarkets; and a brief comment on the week's federal-provincial energy conference. Viewing was at 14 per cent - up another percentage point over the viewing level reached by last week's program. Like most previous 'Marketplace' broadcasts, this one was very much enjoyed by the majority of those who watched it, index of enjoyment a high 83.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: JANUARY 18-24, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
‡ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:32	34	77
ALL IN THE FAMILY (Repeat)	Fri. 8:00- 8:30	34	80
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	31	87
THE WALTONS	Sun. 7:30- 8:30	28	91
CANNON	Mon. 8:30- 9:30	27	81
MASH	Fri. 8:30- 9:00	25	82
CAROL BURNETT	Thu. 8:00- 9:00	22	70
POLICE STORY	Tue. 8:30- 9:30	20	78
TOMMY HUNTER	Fri. 9:00-10:00	19	80
THE BEACHCOMBERS	Sun. 7:00- 7:30	19	70
THE COLLABORATORS ('Beyond All Reasonable Doubt')	Sun. 9:00-10:00	18	73
THIS IS THE LAW	Mon. 9:30-10:00	18	75
MARY TYLER MOORE	Tue. 8:00- 8:30	18	77
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	17	79
DICK VAN DYKE	Sun. 8:30- 9:00	16	71
+ XTH BRITISH COMMONWEALTH GAMES 1974 (Opening Ceremonies)	Wed. 10:00-11:30	15	81
MARKETPLACE	Sun. 10:00-10:30	14	83
* CBC NATIONAL NEWS	S-S 11:00-11:21	14	82
'WE WANT IT ALL AND WE WANT IT NOW'	Tue. 10:00-11:00	11	70
THE NATURE OF THINGS ('The Serious Business Of Play')	Mon. 10:00-10:30	10	78
+ SINGALONG JUBILEE	Sat. 10:34-11:00	10	65
<input type="checkbox"/> EDGE OF NIGHT	M-F 3:30- 4:00	10	86
OMBUDSMAN	Sun. 10:30-11:00	10	77
MAN ALIVE (Repeat)	Mon. 10:30-11:00	10	80
* 'POWER, POLITICS AND PEOPLE - THE ENERGY CONFERENCE'	Wed. 9:00-10:00	7	71
<input type="checkbox"/> FAMILY COURT	M-F 4:00- 4:30	6	73
* COMMONWEALTH GAMES SWIMMING TRIALS	Sat. 2:00- 3:30	5	80
△ THIS LAND	Wed. 8:00- 8:30	4	82
<input type="checkbox"/> TAKE THIRTY	M-F 3:00- 3:30	4	79
MUSIC TO SEE	Sun. 5:00- 5:30	3	77
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	\$
COUNTRY CANADA	Sun. 1:30- 2:00	3	82
NATION'S BUSINESS (Progressive Conservative Party)	Sun. 11:15-11:21	3	\$
* 'EDINBURGH TO CHRISTCHURCH'	Sat. 3:30- 4:00	2	\$
ARTS '74	Sun. 4:30- 5:00	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

* Re-scheduled in some areas (in the case of multi-day programs, on one occasion)

☐ Pre-empted on Tuesday and Wednesday

△ Pre-empted in the West

\$ Sample too small for reliable reporting of enjoyment level

- . In the Tuesday 10:00-11:00 pm slot normally occupied by 'Up Canada' and 'Some Honourable Members', the network this week carried a documentary on inflation entitled WE WANT IT ALL AND WE WANT IT NOW. Contrasting the lifestyles of three successive generations of a Toronto family, the program drew an 11 per cent audience - about equal in size to recent 'Up Canada' audiences and several percentage points bigger than the average audience to 'Some Honourable Members'. Unlike most previous consumer-oriented programs, this one was not received with particular enthusiasm, many viewers apparently being disappointed to find that the broadcast shed little or no new light on the country's current inflationary difficulties and offered, in these viewers' opinion, no solutions to the problem. The resultant index of enjoyment for the audience as a whole was only a moderately favourable 70.
- . On Thursday evening at 9:00-10:00 pm, the metronet and some affiliated stations carried Mordecai Richler's 'The Bells Of Hell' as the second offering of the new anthology drama series THE PLAY'S THE THING. Despite the unusual advance publicity, the 8 per cent audience attracted to 'The Bells' was only one percentage point bigger than the audience reached the previous week by Alice Munro's play 'How I Met My Husband'. Although about one-quarter of the audience very much enjoyed 'The Bells', the majority of viewers were much less enthusiastic, many finding the drama vague, pointless, and generally an uninteresting viewing experience. Incidentally, given every chance to criticize 'The Bells' on any grounds, only a small minority of viewers (substantially less than one viewer in ten) commented that the play was in some way offensive or in poor taste. The index of enjoyment for the audience as a whole was 51 - much below the 73 recorded for last week's 'The Play's The Thing' and the lowest enjoyment index recorded for any network program this week.
- . Monday's THE NATURE OF THINGS (10:00-10:30 pm) was 'The Serious Business Of Play' - a program demonstrating the role of child play in human development. With viewing at the usual 'Nature Of Things' level of 10 per cent, the broadcast was much enjoyed with an index of 78 - also about average for the series.
- . Continuing its 'Life Before Birth' series on pre-natal development, MAN ALIVE (Monday, 10:30-11:00 pm) this week raised the question 'When does human life begin?' With no change in overall audience reaction from its first showing in November 1972, the broadcast was well received with an audience enjoyment index of 80 - just short of the 84 index attained by last week's repeat of the introductory 'Life

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: JANUARY 18-24, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE	Thu. 7:30- 8:00	18	79
THE IRISH ROVERS	Fri. 7:30- 8:00	16	84
♠ GILLIGAN'S ISLAND	M-F 5:30- 6:00	15	77
LOTSA LUCK	Mon. 7:30- 8:00	13	77
HYMN SING	Sun. 5:30- 6:00	9	82
XTH BRITISH COMMONWEALTH GAMES 1974	Thu. 10:30-11:00	9	80
THE PLAY'S THE THING ('The Bells Of Hell')	Thu. 9:00-10:00	8	51
TAKE THIRTY	Thu. 10:00-10:30	5	79
* CBC CURLING CLASSIC	Sat. 4:00- 5:00	5	84
* HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	4	78
* MUSIC MACHINE	Sat. 6:30- 7:00	4	61
* PRO SKI CLASSIC	Sat. 7:30- 8:00	4	75
* MR. CHIPS	Wed. 7:45- 8:00	3	66
♠ JULIETTE AND FRIENDS	M-F 2:00- 2:30	3	74
♠△ ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	2	78
* UPDATE	Sat. 6:00- 6:30	2	\$
* VIEWPOINT	M-F 11:22-11:29	2	70
△ AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	2	92
YOUTH CONFRONTATION	Sun. 4:00- 4:30	2	\$
CANADIAN FILM MAKERS	Sun. 2:30- 3:00	2	\$
WORLD OF MUSIC	Sun. 3:00- 4:00	1	\$
ADIEU ALOUETTE	Sun. 2:00- 2:30	1	\$
DOLLARS AND SENSE	Sun. 1:00- 1:30	1	\$
NEWS PROFILE	Sun. 12:30-12:45	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	18	88
<u>CTV PROGRAMS</u>			
♠ HOCKEY - NHL	Wed. 8:00-10:48	30	78
SONNY AND CHER	Sun. 7:30- 8:30	20	82
+ THE STREETS OF SAN FRANCISCO	Thu. 9:00-10:00	20	84
FRIDAY NIGHT MOVIE ('Skyway To Death')	Fri. 8:00- 9:30	18	77
'THE WORLD OF KUNG FU'	Fri. 10:00-11:00	18	72
CTV TUESDAY NIGHT MOVIE ('Banacek: A Horse Of A Slightly Different Color')	Tue. 7:30- 9:00	15	84
CTV SUNDAY NIGHT MOVIE ('Hawkins: Murder And The Slave Trade')	Sun. 8:30-10:00	15	80
MEDICAL CENTER	Mon. 9:00-10:00	14	79
+ THE BRADY BUNCH	Sun. 7:00- 7:30	14	79
IRONSIDE	Thu. 8:00- 9:00	14	84
+ MARCUS WELBY, M.D.	Tue. 9:00-10:00	13	84
PIG 'N' WHISTLE	Mon. 10:00-10:30	12	74
ACADEMY PERFORMANCE ('The Questor Tapes')	Sat. 8:00-10:00	12	73
JACQUES COUSTEAU SPECIAL ('The Flight Of The Penguins')	Fri. 7:00- 8:00	10	91
POLICE SURGEON	Sat. 7:00- 8:00	9	80
+ UNTAMED WORLD	Sun. 5:00- 5:30	9	81
+ WIDE WORLD OF SPORTS	Sat. 4:00- 5:30	9	79
□ CTV NATIONAL NEWS	S-S 11:00-11:20	8	81
W5	Sun. 10:00-11:00	8	70
♠ ANOTHER WORLD	M-F 3:00- 3:30	7	89
+ IAN TYSON	Thu. 10:00-10:30	7	71
+ HEADLINE HUNTERS	Tue. 7:00- 7:30	6	82
+ BANJO PARLOR	Sat. 7:00- 7:30	6	63
♠ SOMERSET	M-F 2:30- 3:00	5	83
♠ ANYTHING YOU CAN DO	M-F 4:00- 4:30	5	69
♠ WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	4	80
+ SPORTS BEAT '74	Wed. 10:50-11:20	3	\$
+ QUESTION PERIOD	Sun. 4:30- 5:00	2	\$

♠ Pre-empted on one or two occasions

* Re-scheduled in some areas

△ Pre-empted in some areas on one or two occasions

♠ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

+ Not carried (on this day and at this time) on all CTV stations

□ Re-scheduled on Wednesday

\$ Sample too small for reliable reporting of enjoyment level

Before Birth' program. And, at 10 per cent, the audience to Monday's broadcast was unchanged from the week before and about twice as big as the usual 'Man Alive' audience this season.

- The subject of this week's half-hour edition (10:00-10:30 pm) of the Thursday TAKE 30/60 series was the controversial 'Murdock vs. Murdock' divorce case which saw the Alberta courts rule against Irene Murdock's claim to half the family ranch. The program included conversations with the two disputing parties and had various legal experts discuss the legal rights of women in divorce actions. Typical of the series in general, the broadcast was well received with an audience enjoyment index of 79. The size of the audience was 5 per cent - about average for a 'Take 30/60' program these past few weeks but bigger than the series' earlier audiences of 3-4 per cent.
- With special programming relating to the Commonwealth Games causing its pre-emption west of Ontario, THIS LAND (Wednesday, 8:00-8:30 pm) this week drew about half its usual audience - 4 per cent as against recent national audiences of 7-8 per cent. Titled 'The Riverman', the program recalled Newfoundlander Brett Saunders' many years as a trapper-guide along the Gander River. The index of audience enjoyment, 82, maintained the high level of performance that is characteristic of 'This Land' programs.
- Coverage, from New Zealand, of the XTH BRITISH COMMONWEALTH GAMES OPENING CEREMONIES (presided over by HRH Prince Philip) was broadcast live on the full network at 10:00-11:30 pm EST on Wednesday and continued on the metronet and on some CBC affiliated stations at 10:30-11:00 pm across the country on Thursday. With their respective audiences being 15 and 9 per cent, these two programs were very well received with an enjoyment index of 80-81.
- Two series had their first showing of the season on Sunday afternoon this week. These were WORLD OF MUSIC, a nine-week series of internationally-produced classical music specials, and YOUTH CONFRONTATION, a current events series for young people. Both are telecast on the metronet with availability to CBC affiliated stations, the former at 3:00-4:00 pm, the latter at 4:00-4:30 pm. Each of these series drew a first-week audience of just 1-2 per cent - too small to provide any indication of viewer enjoyment.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: JANUARY 18-24, 1974

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 18th	7:00- 7:30	Local Programming	11	JACQUES COUSTEAU SPECIAL ('The Flight Of The Penguins')
	7:30- 8:00	Not Complete Network		
	8:00- 8:30	ALL IN THE FAMILY (Repeat)	33	FRIDAY NIGHT MOVIE ('Skyway To Death')
	8:30- 9:00	MASH	24	
	9:00- 9:30	TOMMY HUNTER	18	Not Complete Network
	9:30-10:00			
	10:00-10:30	Not Complete Network	19	'THE WORLD OF KUNG FU'
	10:30-11:00			
SUN 20th	7:00- 7:30	THE BEACHCOMBERS	17	14 + THE BRADY BUNCH
	7:30- 8:00	THE WALTONS	27	21 SONNY AND CHER
	8:00- 8:30	DICK VAN DYKE	15	CTV SUNDAY NIGHT MOVIE ('Hawkins: Murder And The Slave Trade')
	9:00- 9:30	THE COLLABORATORS ('Beyond All Reasonable Doubt')	17	
	9:30-10:00	MARKETPLACE	13	9 W5
	10:00-10:30			
	10:30-11:00			
MON 21st	7:00- 7:30	Local Programming	#	+ 'A WHOLE NEW SEASON CALLED WINTER'
	7:30- 8:00	Not Complete Network		
	8:00- 8:30	'A CRUDE COMPLAINT...THE PRICE OF ALBERTA OIL'	#	+ KUNG FU
	8:30- 9:00	CANNON	26	
	9:00- 9:30	THIS IS THE LAW	17	15 MEDICAL CENTRE
	9:30-10:00			
	10:00-10:30	THE NATURE OF THINGS ('The Serious Business Of Play')	10	13 FIG 'N' WHISTLE
	10:30-11:00	MAN ALIVE (Repeat)	9	Not Complete Network
TUE 22nd	7:00- 7:30	Local Programming	6	+ HEADLINE HUNTERS
	7:30- 8:00	Not Complete Network		
	8:00- 8:30	MARY TYLER MOORE	17	CTV TUESDAY NIGHT MOVIE ('Banacek: A Horse Of A Slightly Different Color')
	8:30- 9:00	POLICE STORY	19	
	9:00- 9:30	FRONT PAGE CHALLENGE	16	14 + MARCUS WELBY, M.D.
	9:30-10:00			
	10:00-10:30	'WE WANT IT ALL AND WE WANT IT NOW'	10	# KOJACK
	10:30-11:00			
THU 24th	7:00- 7:30	Local Programming	#	+ GIRL WITH SOMETHING EXTRA
	7:30- 8:00	Not Complete Network	#	+ SANFORD AND SON
	8:00- 8:30	CAROL BURNETT	21	14 IRONSIDE
	8:30- 9:00	Not Complete Network	21	+ THE STREETS OF SAN FRANCISCO
	9:00- 9:30			
	9:30-10:00		7	+ IAN TYSON
	10:00-10:30			
	10:30-11:00		#	TARGET THE IMPOSSIBLE
S-S	11:00-11:20	# CBC NEWS	13	9' # CTV NEWS

Broadcast 11:30-11:50 pm EST in the East on Wednesday

Broadcast 11:20-11:40 pm on Wednesday

+ Not carried (on this day and at this time) on all CTV stations

Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

A CBC RESEARCH REPORT

TV/74/9

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: JANUARY 25-31, 1974

THIS WEEK

In addition to information on most regular programs, audience data is also available this week for the network's extensive coverage of the 'British Commonwealth Games', live coverage of the NHL 'All-Star Hockey Game', and the 'Wild Country' documentary 'Land Of The Big Ice'. However, due to the late changes in scheduling, no information is available this week for the regular 'Some Honourable Members', 'CBC Newsmagazine' and 'News Profile' programs.

The week also saw the return to the full network of the Halifax musical 'Countrytime'.

The many regular CBC programs pre-empted throughout the country this week included 'The World At War', 'Canadian College Sports', 'Singalong Jubilee', 'Adieu Alouette', 'Canadian Film Makers', 'World Of Music', 'The Waltons', 'Lotsa Luck', 'Mary Tyler Moore', 'Police Story', 'Front Page Challenge', 'Up Canada', 'This Land' and 'Take 30/60'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Equalling its peak audience of the week before, THE COLLABORATORS (Sunday, 9:00-10:00 pm) this week drew an audience of 18 per cent as against previous audiences of 9-16 per cent. The attraction, on this occasion, was the much enjoyed (index 75) Kaino Thomas play 'Whatever Happened To Candy?'. This enjoyment index of 75 is, by a very slight margin, the highest yet recorded for a 'Collaborators' program. The record for the series so far:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Dec. 16	'Luck....Without It You're Nowhere' by Grahame Woods	11	66
Dec. 23	'Four Into Three Won't Go' by Grahame Woods	9	62
Dec. 30	'Tell Them What You Know' by George Robertson	14	71
Jan. 6	'All My Love...Jennie' by Grahame Woods	16	71
Jan. 13	'Winner Lose All' by Grahame Woods	15	69
Jan. 20	'Beyond All Reasonable Doubt' by Grahame Woods	18	73
Jan. 27	'Whatever Happened To Candy?' By Kaino Thomas	18	75

- Now in its fourth week in the Sunday, 10:00-10:30 pm slot, MARKETPLACE continues to show weekly gains in viewing. At the national level, the audience to this week's program was 17 per cent - 3 percentage points bigger than the audience reached by last week's edition (itself slightly bigger than earlier 'Marketplace' audiences of 12-13 per cent). In the common CBC-CTV coverage area, the CBC series this week had a greater-than-usual audience advantage (ratio about 5:3) over its CTV opposition - in this instance, a 'Human Journey' special which drew about the same size of audience as the pre-empted 'W5' normally maintains in this slot. Like most other 'Marketplace' programs, Sunday's broadcast was much enjoyed by those who watched it, index of audience enjoyment 84. The various segments of the program included an investigation of an incorrect personnel file, a report on a windshield washer test conducted by the Consumers' Association of Canada, a look at the problems of mobile home living, a visit to a co-operative restaurant and a report on current gasoline prices across the country.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: JANUARY 25-31, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	35	88
+ NHL ALL-STAR HOCKEY GAME	Tue. 7:30-10:13	35	84
ALL IN THE FAMILY	Fri. 8:00- 8:30	33	84
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:51	33	78
MASH	Fri. 8:30- 9:00	25	84
CANNON (Repeat)	Mon. 8:30- 9:30	24	78
CAROL BURNETT	Thu. 8:00- 9:00	24	74
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	23	76
COMMONWEALTH GAMES	Wed. 8:00- 9:00	22	85
THE BEACHCOMBERS	Sun. 7:00- 7:30	21	73
TO THE WILD COUNTRY - 'Land Of The Big Ice'	Sun. 7:30- 8:30	20	89
THE COLLABORATORS ('Whatever Happened To Candy?')	Sun. 9:00-10:00	18	75
THIS IS THE LAW	Mon. 9:30-10:00	18	73
TOMMY HUNTER	Fri. 9:00-10:00	18	81
MARKETPLACE	Sun. 10:00-10:30	17	84
DICK VAN DYKE	Sun. 8:30- 9:00	15	72
* CBC NATIONAL NEWS	S-S 11:00-11:21	14	82
* COMMONWEALTH GAMES	Sat. 2:00- 4:00	14	89
THE NATURE OF THINGS ('Out Of The Mouths Of Babes')	Mon. 10:00-10:30	11	79
EDGE OF NIGHT	M-F 3:30- 4:00	10	85
WEST	Wed. 10:00-10:30	10	69
COUNTRYTIME	Wed. 10:30-11:00	10	72
MAN ALIVE	Mon. 10:30-11:00	10	79
FAMILY COURT	M-F 4:00- 4:30	7	77
IN THE PRESENT TENSE	Sun. 10:30-11:00	7	75
MUSICAMERA ('Maid As Mistress') (opera)	Wed. 9:00-10:00	6	48
TAKE THIRTY	M-F 3:00- 3:30	4	76
MUSIC TO SEE	Sun. 5:00- 5:30	3	80
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	65
COUNTRY CANADA	Sun. 1:30- 2:00	3	\$
NATION'S BUSINESS (New Democratic Party)	Sun. 11:15-11:21	3	\$
ARTS '74	Sun. 4:30- 5:00	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

* Re-scheduled in the Atlantic regions on Tuesday

\$ Sample too small for reliable reporting of enjoyment level

- This week's program in the Sunday, 10:30-11:00 pm slot was IN THE PRESENT TENSE. On this, its second occasion, the bi-weekly series focused on the current energy situation in America. With both viewing and audience enjoyment being up slightly from the levels reached by the series' debut two weeks ago, the broadcast drew a 7 per cent audience and rated an enjoyment index of 75. This 7 per cent audience is still somewhat smaller than the 10 per cent audience attracted to this same slot last week by the second 'Ombudsman' program, the series with which 'In The Present Tense' alternates.
- The network this week presented the third in a series of five TO THE WILD COUNTRY specials to be shown this season. The first of these programs, on Sunday November 18th at 9:00-10:00 pm, dealt with the Pacific Rim National Park area of Vancouver Island, the second, on Sunday December 9th at 8:00-9:00 pm, with the Canadian wilderness in wintertime (a repeat from last season). This week's 'Land Of The Big Ice', broadcast at 7:30-8:30 pm on Sunday, explored the Baffin Island National Park area of the Canadian Arctic. The audience was 20 per cent - bigger than the 13 and 15 per cent audiences to the two earlier 'Wild Country' programs but still substantially smaller than audiences (in the 28-30 per cent range) that the pre-empted 'Waltons' has been attracting in recent weeks. This week's program on Baffin Island rated a high audience enjoyment index of 89 - within the 85-92 range of 'Wild Country' broadcasts both this season and last.
- This week's THE NATURE OF THINGS (Monday, 10:00-10:30 pm) was 'Out Of The Mouths Of Babies', a study of how children develop speech skills. With an 11 per cent audience and an enjoyment index of 79, the program about equalled both the viewing and enjoyment norms for the series as a whole.
- Concluding its three-part sub-series on 'Life Before Birth', MAN ALIVE (Monday, 10:30-11:00 pm) this week presented 'To Be Truly Human', a program probing what it means to be a human being. Contributors included Nobel Prize-winning brain researcher John Eccles, anthropologist Margaret Mead and the Reverend John Crocker of the Massachusetts Institute of Technology. Undoubtedly the segment of the program that had the greatest impact on those who watched it was that involving the rather sensational case of psychologist Sondra Diamond. As a whole, the broadcast was rated as highly worthwhile, the index of audience enjoyment being 79 as against the respective 84 and 80 indices of the previous two 'Life Before Birth' programs. The size of Monday's audience was 10 per cent - the same as those attracted to the preceding programs in the 'Life' sub-series and about double early-season 'Man Alive' audiences of 5-6 per cent.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: JANUARY 25-31, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE	Thu. 7:30- 8:00	19	81
* GILLIGAN'S ISLAND	M-F 5:30- 6:00	15	78
THE IRISH ROVERS	Fri. 7:30- 8:00	15	87
COMMONWEALTH GAMES	Mon. 7:30- 8:00	14	87
COMMONWEALTH GAMES	Fri. 10:00-11:00	14	88
COMMONWEALTH GAMES	Thu. 10:00-10:30	13	87
COMMONWEALTH GAMES	Sun. 2:00- 4:00	13	85
HYMN SING	Sun. 5:30- 6:00	10	85
* CBC CURLING CLASSIC	Sat. 4:00- 5:00	5	74
HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	5	72
THE PLAY'S THE THING ('And Then Mr. Jones')	Thu. 9:00-10:00	5	56
* COMMONWEALTH GAMES	Tue. 11:40-12:10 am	5	90
* MUSIC MACHINE	Sat. 6:30- 7:00	4	57
MR. CHIPS	Wed. 7:45- 8:00	4	72
* REPLAY	Sat. 7:30- 8:00	4	71
JULIETTE AND FRIENDS	M-F 2:00- 2:30	3	68
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	3	91
* UPDATE	Sat. 6:00- 6:30	3	69
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	76
△ VIEWPOINT	M-F 11:22-11:29	3	71
YOUTH CONFRONTATION	Sun. 4:00- 4:30	2	\$
DOLLARS AND SENSE	Sun. 1:00- 1:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	21	88
<u>CTV PROGRAMS</u>			
SONNY AND CHER	Sun. 7:30- 8:30	22	79
* THE STREETS OF SAN FRANCISCO	Thu. 9:00-10:00	20	82
KOJACK	Tue. 10:00-11:00	19	81
+ CTV SUNDAY NIGHT MOVIE (McMillan And Wife - 'Reunion In Terror')	Sun. 8:30-10:00	17	80
** WEDNESDAY NIGHT MOVIE (Various)	Wed. 8:00-10:30	17	76
MEDICAL CENTRE	Mon. 9:00-10:00	16	84
IRONSIDE	Thu. 8:00- 9:00	16	83
* FRIDAY NIGHT MOVIE ('Heat Wave')	Fri. 8:00- 9:30	16	79
* ACADEMY PERFORMANCE ('The Boston Strangler')	Sat. 8:00-10:00	14	71
+ THE ROOKIES	Mon. 7:00- 8:00	14	83
MARCUS WELBY, M.D.	Tue. 9:00-10:00	14	83
+ KUNG FU (Repeat)	Mon. 8:00- 9:00	14	81
PIG 'N' WHISTLE	Mon. 10:00-10:30	12	79
POLICE SURGEON	Sat. 7:30- 8:00	11	79
F.B.I.	Fri. 10:00-11:00	10	80
* WIDE WORLD OF SPORTS	Sat. 4:00- 5:30	10	76
ANOTHER WORLD	M-F 3:00- 3:30	9	89
CTV NATIONAL NEWS	S-S 11:00-11:20	8	81
+ GIRL WITH SOMETHING EXTRA	Thu. 7:00- 7:30	8	79
+ IAN TYSON	Thu. 10:00-10:30	8	75
THE HUMAN JOURNEY - 'Adolescence'	Sun. 10:00-11:00	8	70
** UNTAMED WORLD	Sun. 5:00- 5:30	7	84
+ BANJO PARLOR	Sat. 7:00- 7:30	7	67
SOMERSET	M-F 2:30- 3:00	5	82
+ STARLOST	Fri. 7:00- 8:00	5	58
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	5	83
ANYTHING YOU CAN DO	M-F 4:00- 4:30	4	72
+ TARGET THE IMPOSSIBLE	Thu. 10:30-11:00	3	75
** SPORTS BEAT '74	Wed. 10:30-11:00	2	\$
* □ QUESTION PERIOD	Sun. 4:30- 5:00	1	\$

△ Pre-empted in some areas on Tuesday

* Re-scheduled in some areas (in the case of multi-day programs, on one occasion)

△ Pre-empted on Tuesday

+ Not carried (on this day and at this time) on all CTV stations

□ Joined in progress on CJOH (Ottawa)

\$ Sample too small for reliable reporting of enjoyment level

- On Wednesday evening at 9:00 pm, MUSICAMERA presented the CBC English Network production of Pergolesi's chamber opera 'La Serva Padrona'. Starring Claude Corbeil and Gwenlynne Little, 'Maid As Mistress' attracted a 6 per cent audience as against earlier 'Musicamera' audiences ranging from 5 to 13 per cent and a series' average audience of 8 per cent. The enjoyment index was 48 as against preceding 'Musicamera' indices varying between 62 and 82.
- This week's program in the NFB WEST series (Wednesday, 10:00-10:30 pm) took viewers to Fort Churchill, Manitoba. Results of special questioning revealed that many of those who saw 'Some Natives Of Churchill' felt it had dealt too much with the negative aspects of life in the remote community - in particular, with the drinking problems of some of the native people. As a result, the index of audience enjoyment was only a moderately favourable 69 - slightly below the current enjoyment norm for the series and well below the peak 'West' index of 80 that was recorded on January 9 for 'Every Saturday Night'. The audience on this occasion was 10 per cent - about average for the series since the beginning of January.
- COUNTRYTIME, which recently completed a three-month run in the Thursday, 9:30-10:00 pm slot on the metronet and on some affiliate stations, this week made its debut in the Wednesday, 10:30-11:00 pm slot. With full network exposure, the country music series this week drew an audience of 10 per cent - just short of its usual 1972-73 post-hockey audience of 12 per cent and bigger than the average audience of 7 per cent that it was drawing in the limited network Thursday slot. This 10 per cent audience to Wednesday's broadcast is also significantly bigger than the audience maintained by 'Tommy Banks' when it occupied this Wednesday slot earlier this season. However, the enjoyment index of 72 attained by this week's edition is significantly below the 79 enjoyment norm for 'Countrytime' programs both this season and last and is, in fact, the lowest index recorded for the series since December 1972.
- Broadcast in its usual Thursday, 9:00-10:00 pm slot on the metronet and on some CBC affiliated stations, THE PLAY'S THE THING this week drew a 5 per cent audience to the Morley Callaghan play 'And Then Mr. Jones'. This represents a decline of 2-3 percentage points from the level of viewing reached by each of the two earlier 'Play's The Thing' presentations. Nor was 'And Then Mr. Jones' - a story about an aspiring young singer who falls in love with her talent agent - particularly well received by those who watched it. At 56, the index of audience enjoyment was not significantly higher than the index of 51 attained last week by 'The Bells Of Hell' and was much below the 73 index for the opening 'Play's The Thing' drama 'How I Met My Husband'.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: JANUARY 25-31, 1974

DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM		
FRI 25th	7:00- 7:30	Local Programming		5	+ STARLOST		
	7:30- 8:00	Not Complete Network					
	8:00- 8:30	ALL IN THE FAMILY	33	16	* FRIDAY NIGHT MOVIE ('Heat Wave')		
	8:30- 9:00	MASH	25				
	9:00- 9:30	TOMMY HUNTER	17				
	9:30-10:00			Not Complete Network			
	10:00-10:30	Not Complete Network		10	F.B.I.		
	10:30-11:00						
SUN 27th	7:00- 7:30	THE BEACHCOMBERS	20	#	'THE MUPPETS VALENTINE SHOW'		
	7:30- 8:00	TO THE WILD COUNTRY - 'Land Of The Big Ice'	19	24	SONNY AND CHER		
	8:00- 8:30						
	8:30- 9:00	DICK VAN DYKE	14			18	CTV SUNDAY NIGHT MOVIE + (McMillan And Wife - 'Reunion In Terror')
	9:00- 9:30	THE COLLABORATORS ('Whatever Happened To Candy?')	17				
	9:30-10:00						
	10:00-10:30	MARKETPLACE	16	9	THE HUMAN JOURNEY - 'Adolescence'		
	10:30-11:00	IN THE PRESENT TENSE	7				
MON 28th	7:00- 7:30	Local Programming		15	+ THE ROOKIES		
	7:30- 8:00	Not Complete Network					
	8:00- 8:30	THE PARTRIDGE FAMILY	21	15	+ KUNG FU		
	8:30- 9:00	CANNON (Repeat)	22				
	9:00- 9:30			17	MEDICAL CENTRE		
	9:30-10:00	THIS IS THE LAW	17				
	10:00-10:30	THE NATURE OF THINGS ('Out Of The Mouths Of Babies')	10	13	PIG 'N' WHISTLE		
	10:30-11:00	MAN ALIVE	10				
THU 31st	7:00- 7:30	Local Programming		8	+ GIRL WITH SOMETHING EXTRA		
	7:30- 8:00	Not Complete Network		#	+ SANFORD AND SON		
	8:00- 8:30	CAROL BURNETT	24	17	IRONSIDE		
	8:30- 9:00						
	9:00- 9:30	Not Complete Network	21	*	THE STREETS OF SAN FRANCISCO		
	9:30-10:00						
	10:00-10:30					9	+ IAN TYSON
	10:30-11:00					4	+ TARGET THE IMPOSSIBLE
S-S	11:00-11:20	# CBC NEWS	14	9	CTV NEWS		

Broadcast 12:00-12:21 am in the Atlantic regions

* Re-scheduled in some areas

+ Not carried (on this day and at this time) on all CTV stations

Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday, Tuesday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday, Tuesday and Wednesday data in this table.

- The network this week provided daily coverage of the various events at the continuing XTH BRITISH COMMONWEALTH GAMES in Christchurch, New Zealand. Five of these programs were carried by the metronet and by some CBC affiliated stations; the remaining two, on the full complement of CBC stations. Despite this variance in coverage and differences in broadcast days and times, five of the seven programs drew the same size of audience - 13-14 per cent. The peak 'Commonwealth Games' audience of 22 per cent went to Wednesday's prime time telecast on the full network, the smallest (5 per cent) to Tuesday's late-night (11:40 pm - 12:10 am) program on the metronet and some affiliates. In line with the highly favourable audience reaction to last week's coverage of the Game's Opening Ceremonies, the index of enjoyment for each of these broadcasts fell in the high 85-90 range. Detailed audience information follows:

	<u>DAY/TIME</u>	<u>DISTRIBUTION</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Fri.	10:00-11:00 pm	Available	14	88
Sat.	2:00- 4:00 pm *	Full Network	14	89
Sun.	2:00- 4:00 pm	Available	13	85
Mon.	7:30- 8:00 pm	Available	14	87
Tues.	11:40pm-12:10 am	Available	5	90
Wed.	8:00- 9:00 pm	Full Network	22	85
Thurs.	10:00-10:30 pm	Available	13	87

* Re-scheduled in British Columbia and the Atlantic Provinces

- The weekday (3:00-3:30 pm) TAKE THIRTY series this week had its usual favourable response from those who watched it, the average index of enjoyment for the five programs being 76. Three of these broadcasts - the Friday interview with teenage author Joyce Maynard, Monday's program on Israel, and the Wednesday talk with writer Ernest Buckler - rated indices in the 77-81 range; the remaining two, slightly lower indices of 72-73. These were: on Tuesday, a conversation with Wilson Bryan Key about his book 'Subliminal Seduction' and, on Thursday, a re-cap of former 'Take Thirty' programs. The average day audience to 'Take Thirty' this week was 4 per cent, the cumulative audience over the five-day period, 8 per cent.

- . Broadcast (on the metronet and on some CBC affiliated stations) weekdays at 2:00-2:30 pm, the JULIETTE AND FRIENDS series of music and conversation continues to be moderately well received by those who watch it. With this week of January 25 to 31 being no exception, each of the five programs rated an index in the narrow 67-72 range for an average index of 68. The average day audience to 'Juliette' this week was 3 per cent, the cumulative audience for the five programs, 6 per cent - both slightly above average for the series.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/74/10

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: FEBRUARY 1-7, 1974

THIS WEEK

In addition to regular programming the network this week carried further coverage of the 'Xth British Commonwealth Games', coverage of the 1974 'Canadian Figure Skating Championships' and the first of three OECA-produced 'True North' programs. Audience data is unavailable this week for Tuesday's regular 'Police Story'.

Regular CBC programs pre-empted throughout the country this week included 'Irish Rovers', 'Canadian College Sports', 'CBC Curling Classic', 'Replay', 'Adieu Alouette', 'Canadian Film Makers', 'Beachcombers', 'Dick Van Dyke', 'West', 'Countrytime', 'Take 30/60' and 'CBC Newsmagazine'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- At 9:00-10:00 pm on Sunday THE COLLABORATORS presented the Lyal Brown drama 'A Touch Of Madness' - a story in which a mysterious execution, a shoot-out and a bomb explosion lead to the uncovering of a much deeper plot. The broadcast rated an audience enjoyment index of 70 - within the 62-75 range of earlier 'Collaborators' indices and well above the 58-59 enjoyment norm of CBC drama presentations generally over the past few seasons. Viewing - up 2 percentage points from the series' peak viewing level of the last two weeks - was at the 20 per cent mark. This ranks 'A Touch Of Madness' as the second biggest audience attraction of the week among CBC-produced programs being topped only by 'Tommy Hunter' with its 22 per cent audience.
- Following 'Collaborators' at 10:00-10:30 pm THE MARKETPLACE attracted a 16 per cent audience to its fifth edition. This represents only a very marginal decline in viewing from the week before and is still significantly above the 12-14 per cent viewing levels of the first three 'Marketplace' broadcasts. And, in the common CBC-CTV reception area where 'Marketplace' runs directly against the first half-hour of 'W5', the CBC series this week had a 2 to 1 audience lead over the CTV public affairs program. Sunday's 'Marketplace' included a look at the cost of buying beef in large quantities and Ontario's dentist-versus-denturist controversy. As a whole, the broadcast rated an audience enjoyment index of 83 - about equal to the index for each of the last three programs in this highly acclaimed consumer interest series.
- The other CBC program running against 'W5' this week was OMBUDSMAN. Broadcast, as usual, at 10:30-11:00 pm, the CBC's bi-weekly series this week had a marginal audience advantage over the CTV program in those areas where both were fully available. At the national level, the audience to this third 'Ombudsman' was 10 per cent - the same size of audience as attracted to the series' last edition and somewhat bigger than the audience attracted to date to 'In The Present Tense' with which 'Ombudsman' alternates in the Sunday 10:30 pm slot. Nor was there any significant difference in overall audience reaction to the second and third 'Ombudsman' programs. Highly rated as a worthwhile and enjoyable broadcast, Sunday's edition rated an enjoyment index of 78.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: FEBRUARY 1-7, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:45	38	81
ALL IN THE FAMILY	Fri. 8:00- 8:30	36	86
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	32	86
MASH	Fri. 8:30- 9:00	28	81
THE WALTONS	Sun. 8:00- 9:00	27	90
CANADIAN FIGURE SKATING CHAMPIONSHIPS	Sun. 7:00- 8:00	26	91
CANNON	Mon. 8:30- 9:30	25	80
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	23	78
CAROL BURNETT	Thu. 8:00- 9:00	22	72
TOMMY HUNTER	Fri. 9:00-10:00	22	77
THE COLLABORATORS ('A Touch Of Madness')	Sun. 9:00-10:00	20	70
+ CANADIAN FIGURE SKATING CHAMPIONSHIPS	Sat. 3:00- 5:00	18	90
MARY TYLER MOORE	Tue. 8:00- 8:30	18	78
THIS IS THE LAW	Mon. 9:30-10:00	18	73
MARKETPLACE	Sun. 10:00-10:30	16	83
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	15	83
CBC NATIONAL NEWS	S-S 11:00-11:21	14	81
THE NATURE OF THINGS ('The Joy Of Effort')	Mon. 10:00-10:30	13	79
MAN ALIVE	Mon. 10:30-11:00	12	71
EDGE OF NIGHT	M-F 3:30- 4:00	11	84
OMBUDSMAN	Sun. 10:30-11:00	10	78
UP CANADA	Tue. 10:00-10:30	10	66
+ SINGALONG JUBILEE	Sat. 10:47-11:00	10	63
THIS LAND	Wed. 8:00- 8:30	9	85
FAMILY COURT	M-F 4:00- 4:30	8	78
MUSICAMERA ('Macbeth') (opera)	Wed. 8:30-11:00	7	53
SOME HONOURABLE MEMBERS	Tue. 10:30-11:00	6	72
TAKE THIRTY	M-F 3:00- 3:30	4	79
MUSIC TO SEE	Sun. 5:00- 5:30	3	\$
COUNTRY CANADA	Sun. 1:30- 2:00	3	77
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	\$
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	2	\$
ARTS '74	Sun. 4:30- 5:00	2	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

¢ Broadcast 10:30-11:00 pm EST in British Columbia

\$ Sample too small for reliable reporting of enjoyment level

- At 10:00-10:30 pm on Monday THE NATURE OF THINGS drew its biggest audience of the season. At 13 per cent it was 2-3 percentage points bigger than audiences to most programs in the current series and about equal in size to peak 'Nature of Things' audiences of last year. The attraction on this occasion was 'The Joy Of Effort' - a program on the subject of physical fitness that showed how the application of scientific information is contributing to the development of better and better athletes. In line with audience reactions to most 'Nature of Things' broadcasts, this week's program was well received with an enjoyment index of 79.
- MAN ALIVE, which follows at 10:30-11:00 pm, also showed a rise in viewing this week. At 12 per cent, the audience to Monday's program (on 'Healing') was 2 percentage points bigger than audiences attracted in the last three weeks to each of the series' 'Life Before Birth' broadcasts and slightly bigger, in fact, than the audience to any 'Man Alive' program in the last few years. Presented as the first instalment of a two-part study of spiritual healing, the broadcast observed and discussed special services conducted at Ste-Anne-de-Beaupre, at an English nursing home, and by 'faith healer' Kathryn Kuhlman. Regardless of their own personal views on the subject, many of those who watched the program were very much impressed by the tremendous faith of those who participated in these services and by the fact that these suppliants were content to settle for spiritual rather than physical healing. At 73, the enjoyment index was about average for the current 'Man Alive' series.
- Returning after a two-week absence from the network, UP CANADA (Tuesday, 10:00-10:30 pm) this week drew its usual 10 per cent audience to a program primarily devoted to an examination of the treatment of rape victims by Canadian law officers and courts. The segment included a re-enactment of a rape scene, a dramatization based on the transcript of a rape trial and first-hand accounts of the ordeal experienced by two victimized women. Though a few of those who watched the program objected to the subject of rape being discussed on television, general viewer opinion of this part of 'Up Canada' was that it had served a useful purpose in pointing out a need for a general change in attitude toward rape victims. The resultant index of enjoyment for the broadcast as a whole was 66 - just slightly above the 63 enjoyment norm for the series.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: FEBRUARY 1-7, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
* CANADIAN FIGURE SKATING CHAMPIONSHIPS	Sat. 7:30- 8:00	18	92
MAUDE	Thu. 7:30- 8:00	18	77
COMMONWEALTH GAMES	Fri. 7:30- 8:00	15	87
GILLIGAN'S ISLAND	M-F 5:30- 6:00	14	75
* COMMONWEALTH GAMES	Sat. 2:00- 3:00	13	90
LOTS A LUCK	Mon. 7:30- 8:00	11	74
COMMONWEALTH GAMES	Sun. 2:00- 3:00	10	86
HYMN SING	Sun. 5:30- 6:00	9	81
TRUE NORTH ('We Stand On Guard For Thee')	Thu. 10:00-11:00	7	55
WORLD AT WAR	Fri. 10:00-11:00	7	75
THE PLAY'S THE THING ('Friends And Relations')	Thu. 9:00-10:00	6	71
HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	5	75
MR. CHIPS	Wed. 7:45- 8:00	4	63
JULIETTE AND FRIENDS	M-F 2:00- 2:30	3	73
* MUSIC MACHINE	Sat. 6:30- 7:00	3	\$
* UPDATE	Sat. 6:00- 6:30	3	\$
VIEWPOINT	M-F 11:22-11:29	3	73
WORLD OF MUSIC	Sun. 3:00- 4:00	2	\$
YOUTH CONFRONTATION	Sun. 4:00- 4:30	2	\$
DOLLARS AND SENSE	Sun. 1:00- 1:30	1	\$
NEWS PROFILE	Sun. 12:30-12:45	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	19	85
<u>CTV PROGRAMS</u>			
* HOCKEY - NHL	Wed. 8:00-10:28	32	78
KOJACK	Tue. 10:00-11:00	21	82
THE STREETS OF SAN FRANCISCO	Thu. 9:00-10:00	21	82
SONNY AND CHER	Sun. 7:30- 8:30	19	77
MARCUS WELBY, M.D.	Tue. 9:00-10:00	17	82
IRONSIDE	Thu. 8:00- 9:00	16	80
FRIDAY NIGHT MOVIE ('Killdozer')	Fri. 8:00- 9:30	16	68
+ CTV SUNDAY NIGHT MOVIE ('Hawkins: Murder On The 13th Floor')	Sun. 8:30-10:00	15	78
FIG 'N' WHISTLE	Mon. 10:00-10:30	14	74
+ KUNG FU	Mon. 8:00- 9:00	14	78
+ THE ROOKIES	Mon. 7:00- 8:00	14	79
+ F.B.I.	Fri. 10:00-11:00	13	73
+ THE BRADY BUNCH	Sun. 7:00- 7:30	12	75
CTV TUESDAY NIGHT MOVIE ('Banacek: The Two Million Clams Of Captain Jack')	Tue. 7:30- 9:00	12	80
+ SANFORD AND SON	Thu. 7:30- 8:00	12	86
ACADEMY PERFORMANCE ('Silent Running')	Sat. 8:00-10:00	11	60
ANOTHER WORLD	M-F 3:00- 3:30	10	88
POLICE SURGEON	Sat. 7:30- 8:00	9	75
+ IAN TYSON	Thu. 10:00-10:30	9	72
* CTV NATIONAL NEWS	S-S 11:00-11:20	9	80
+ UNTAMED WORLD	Sun. 5:00- 5:30	8	86
WIDE WORLD OF SPORTS	Sat. 4:00- 5:30	8	80
+ GIRL WITH SOMETHING EXTRA	Thu. 7:00- 7:30	8	79
+ BANJO PARLOUR	Sat. 7:00- 7:30	7	64
W5	Sun. 10:00-11:00	7	74
SOMERSET	M-F 2:30- 3:00	6	83
+ HEADLINE HUNTERS	Tue. 7:00- 7:30	6	80
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	5	81
+ STARLOST	Fri. 7:00- 8:00	5	55
ANYTHING YOU CAN DO	M-F 4:00- 4:30	5	71
+ SPORTS BEAT '74	Wed. 10:30-11:00	3	75
+ TARGET THE IMPOSSIBLE	Thu. 10:30-11:00	3	\$
QUESTION PERIOD	Sun. 4:30- 5:00	2	\$

* Re-scheduled in some areas (in the case of multi-day programs, on one occasion)

* Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

+ Not carried (on this day and at this time) on all CTV stations

\$ Sample too small for reliable reporting of enjoyment level

- Following this at 10:30-11:00 pm, SOME HONOURABLE MEMBERS featured NDP Party leader David Lewis as its sole guest. Both the 6 per cent audience and the program's enjoyment index of 72 were about average for the series since mid-December.
- The MUSICAMERA series of Wednesday night music specials this week was extended to two and a half hours (from 8:30 to 11:00 pm) for a presentation, in the original Italian, of the French network production of Verdi's 'Macbeth'. With Louis Quilico in the title role, the four-act opera also starred Marisa Galvany, Claude Corbeil and Pierre Duval. The audience was 7 per cent; the index of enjoyment, 53. The complete 'Musicamera' audience record to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Nov. 28	'Royal Anniversary' - NAC Orchestra at Bath Festival	6	66
Dec. 5	'Prize Winners '73' - winners of the CBC Talent Festival in concert	5	62
Dec. 19	'A Joyful Noise' - Maureen Forrester, Gene Lees and St. Michael's School Choir	7	75
Dec. 26	'Les Feux Follets' - dance ensemble plus folksingers Edith Butler and Bill Hosie	9	82
Jan. 2	'Sleeping Beauty' - repeat featuring Rudolf Nureyev, Veronica Tennant and the National Ballet	13	73
Jan. 9	'Music Of Mexico' - music documentary on customs and music of Mexico	8	69
Jan. 16	'Tour En L'Air' - Anna Marie and David Holmes	6	66
Jan. 30	'Maid As Mistress' - English version of Pergolesi's chamber opera 'La Serva Padrona'	6	48
Feb. 6	'Macbeth' - opera by Verdi in original Italian	7	53

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: FEBRUARY 1-7, 1974

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 1st	7:00- 7:30	Local Programming		5 + STARLOST
	7:30- 8:00	Not Complete Network		
	8:00- 8:30	ALL IN THE FAMILY	35	17 FRIDAY NIGHT MOVIE ('Killdozer')
	8:30- 9:00	MASH	27	
	9:00- 9:30	TOMMY HUNTER	20	
	9:30-10:00			Not Complete Network
	10:00-10:30			
	10:30-11:00	Not Complete Network		14 + F.B.I.
SUN 3rd	7:00- 7:30	CANADIAN FIGURE SKATING CHAMPIONSHIPS	26	12 + THE BRADY BUNCH
	7:30- 8:00			
	8:00- 8:30			20 SONNY AND CHER
	8:30- 9:00	THE WALTONS	27	15 CTV SUNDAY NIGHT MOVIE ('Hawkins: Murder On The 13th Floor')
	9:00- 9:30	THE COLLABORATORS ('A Touch Of Madness')	19	
	9:30-10:00			
	10:00-10:30	MARKETPLACE	16	8 W5
MON 4th	7:00- 7:30	Local Programming		14 + THE ROOKIES
	7:30- 8:00	Not Complete Network		
	8:00- 8:30	THE PARTRIDGE FAMILY	22	14 + KUNG FU
	8:30- 9:00	CANNON	24	
	9:00- 9:30			# 'COUNTRY MUSIC HIT PARADE'
	9:30-10:00	THIS IS THE LAW	17	15 FIG 'N' WHISTLE
	10:00-10:30	THE NATURE OF THINGS ('The Joy Of Effort')	12	
	10:30-11:00	MAN ALIVE	12	Not Complete Network
TUE 5th	7:00- 7:30	Local Programming		6 + HEADLINE HUNTERS
	7:30- 8:00			
	8:00- 8:30	MARY TYLER MOORE	17	12 CTV TUESDAY NIGHT MOVIE ('Banacek: The Two Million Clams Of Captain Jack')
	8:30- 9:00	POLICE STORY	#	
	9:00- 9:30			18 MARCUS WELBY, M.D.
	9:30-10:00	FRONT PAGE CHALLENGE	14	
	10:00-10:30	UP CANADA	9	22 KOJACK
THU 7th	10:30-11:00	SOME HONOURABLE MEMBERS	6	
	7:00- 7:30	Local Programming		8 + GIRL WITH SOMETHING EXTRA
	7:30- 8:00	Not Complete Network		12 + SANFORD AND SON
	8:00- 8:30			
	8:30- 9:00	CAROL BURNETT	22	16 IRONSIDE
	9:00- 9:30			22 THE STREETS OF SAN FRANCISCO
	9:30-10:00	Not Complete Network		
	10:00-10:30			10 + LAN TYSON
S-S	10:30-11:00			3 + TARGET THE IMPOSSIBLE
	11:00-11:20	CBC NEWS	14	9 CTV NEWS

Broadcast 11:30-11:50 pm on CFCF (Montreal) on Saturday
+ Not carried (on this day and at this time) on all CTV stations
Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

- The subject of this week's edition of THIS LAND (Wednesday 8:00-8:30 pm) was British Columbia's Chilcotin Plateau, a vast expanse of virtually inaccessible but very scenic land that runs for several hundred miles between the coast mountains and the Fraser River. Like the majority of 'This Land' programs, this one was very well received (index 85) by those who watched it. The size of the audience was 9 per cent - somewhat bigger than the series' usual audience of 7 per cent and only marginally smaller than the average 1972-73 season 'This Land' audience of 10 per cent.
- This week's program in the THE PLAY'S THE THING drama series (Thursday, 9:00-10:00 pm on the metronet and on some CBC affiliated stations) was 'Friends and Relations', a story by Hugh Hood about the wife of a small town doctor who, after her husband's death, becomes a highly successful businesswoman. About equalling the performance of Alice Munro's 'How I Met My Husband', the broadcast, by CBC drama standards, was well received with an enjoyment index of 71 - significantly higher than the respective 51 and 56 indices of the two other 'Plays The Thing' presentations 'The Bells Of Hell' and 'And Then Mr. Jones'. At 6 per cent, the audience to Thursday's play fell within the 5-8 per cent audience range of these earlier broadcasts.
- Thursday evening (10:00-11:00 pm on the metronet and on some affiliate stations) marked the network debut of the OECA-produced TRUE NORTH series - a generally caustic three-part examination of fundamental Canadian institutions and attitudes. Subtitled 'We Stand On Guard For Thee', the opening program studied Canada's power structure. Though, at 7 per cent, the audience was a relatively substantial one for a program running in this late Thursday night slot, many of those who watched it were not particularly impressed. With a substantial one-third of these viewers finding its presentation to be either 'somewhat' or 'very' confused, the index of audience enjoyment was only 55.
- This week's Saturday schedule included two programs covering the CANADIAN FIGURE SKATING CHAMPIONSHIPS in Moncton, New Brunswick. Telecast on all CBC stations, the first of these ran for two hours from 3:00-5:00 pm; the other, carried on the metronet with availability to affiliates, ran for only half an hour beginning at 7:30 pm EST in the East and at various other times in the West. Both programs drew a national audience of 18 per cent. While substantial, these audiences are just over two-thirds as big as the audience to the week's other 'Canadian Figure Skating Championships' special - the post-competition 'Parade of Champions'. This drew a Sunday 7:00-8:00 pm audience of 26 per cent substantially surpassing the usual (7:00-7:30 pm) audience to the pre-empted

'Beachcombers' (20 per cent) and about equalling the average audience of the also-displaced 'Waltons'. As has been the case in the past, these national competitions were very much enjoyed by those who watched them, the index for each of this week's three programs being in the high 90-92 range.

- Continuing its coverage of the XTH BRITISH COMMONWEALTH GAMES, the network this week presented competition highlights on Friday evening (at 7:30-8:00 pm) and again Saturday afternoon (at 2:00-3:00 pm in Ontario and Quebec, 3:00-4:00 and 3:30-4:30 pm in the Atlantic provinces and at various other times in western areas). Broadcast on the metronet and on some CBC affiliate stations, these two programs drew respective audiences of 15 and 13 per cent - virtually the same size of audience as was recorded in the last two weeks for the Games' 'Opening Ceremonies' and for most of the daily reports on the various events. However, a somewhat smaller audience than this watched the 'Closing Ceremonies' of these 'Xth Commonwealth Games', also shown on the metronet and on some affiliate stations. Broadcast at 2:00-3:00 pm on Sunday, this drew a national audience of 10 per cent. Like all preceding programs in this series of 'Commonwealth Games' specials, each of these three programs was highly acclaimed, index of audience enjoyment 86-90.
- Broadcast in its usual Friday 10:00-11:00 pm slot on the metronet and on some CBC affiliated stations, THE WORLD AT WAR this week drew a national audience of 7 per cent. While this is just two-thirds as big as the peak audience attracted to the series on its last appearance some three weeks ago, it is still slightly bigger than pre-January 'World At War' audiences of 5-6 per cent. Continuing also to be much enjoyed by those who watch it, the British-produced series this week rated an enjoyment index of 75.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/74/11

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: FEBRUARY 8-14, 1974

THIS WEEK

Special network programming this week included coverage of the 'World Cup Professional Figure Skating Championships' and the second of three 'True North' programs. The week also marked the return of 'It's a Musical World'.

Regular CBC programs pre-empted throughout the country this week included 'Canadian College Sports', 'West', 'Take 30/60' and 'CBC Newsmagazine'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- With viewing down somewhat from the last few weeks, THE COLLABORATORS (Sunday, 9:00-10:00 pm) this week drew a 16 per cent audience. This latest presentation was the Grahame Woods' drama 'The Contract' - a story involving the search for a kidnapped fashion model. Both the storyline of the play and the quality of the acting were frequently singled out for special praise by those who watched it. As a result, the index of enjoyment for the audience as a whole was 74 - in line with the relatively high level of enjoyment attained by several other 'Collaborators' presentations and 4 points above the enjoyment norm for the series as a whole.
- With virtually no change in viewing from the last two weeks, MARKETPLACE (Sunday, 10:00-10:30 pm) also drew a 16 per cent audience this week. With an enjoyment index of 75, however, Sunday's edition was received with somewhat less enthusiasm than were most earlier 'Marketplace' programs (indices for the most part, 82-84). The content on this occasion: a conversation with newly-appointed Alberta Minister of Consumer Affairs Bob Dowling, an investigation of homeowner problems in the Edmonton suburb of Rossbrook Estates and a segment in which Dennis Moore of the Alberta RCMP Commercial Fraud Squad and Mr. Dowling were questioned by consumer advocates Eddie Keen, Eileen Marliiss and others.
- Nor was there any noticeable change this week in the size of the audience to IN THE PRESENT TENSE which followed at 10:30-11:00 pm. Continuing to draw only about two-thirds as many viewers as the recent editions of 'Ombudsman', the current affairs series this week drew another national audience of 7 per cent. However, with an audience enjoyment index of 79, Sunday's program (focusing on the conflict between the British government and its coal miners) was somewhat better received than the two earlier 'In The Present Tense' broadcasts (indices 71 and 75) and as much enjoyed by those who watched it as any of the three 'Ombudsman' programs.
- With 'Marcus Welby' being one of the many CTV programs whose scheduling was affected by the recent U.S. switch to daylight saving time, the popular medical drama series now appears one hour earlier than previously, at 9:00-10:00 pm on Tuesday. This puts it in direct opposition to FRONT PAGE CHALLENGE (9:30-10:00 pm) for which it is proving to be much stiffer competition than 'Target the Impossible', its predecessor in the slot. While 'Welby' now draws a slightly increased national audience of 16-17 per cent, the long-running CBC panel quiz, on its last two occasions, has drawn an audience of only 15 per cent as against an average pre-

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: FEBRUARY 8-14, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	35	86
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:30	34	79
ALL IN THE FAMILY	Fri. 8:00- 8:30	33	88
THE WALTONS	Sun. 7:30- 8:30	27	87
MASH	Fri. 8:30- 9:00	24	84
CANNON	Mon. 8:30- 9:30	24	82
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	21	77
CAROL BURNETT	Thu. 8:00- 9:00	20	72
TOMMY HUNTER	Fri. 9:00-10:00	19	80
THIS IS THE LAW	Mon. 9:30-10:00	19	76
POLICE STORY	Tue. 8:30- 9:30	18	79
MARY TYLER MOORE	Tue. 8:00- 8:30	18	81
THE BEACHCOMBERS	Sun. 7:00- 7:30	17	69
THE COLLABORATORS ('The Contract')	Sun. 9:00-10:00	16	74
MARKETPLACE	Sun. 10:00-10:30	16	75
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	15	82
DICK VAN DYKE	Sun. 8:30- 9:00	14	69
* WORLD CUP PROFESSIONAL FIGURE SKATING CHAMPIONSHIPS	Sat. 2:00- 4:00	14	88
IT'S A MUSICAL WORLD	Wed. 8:30- 9:00	13	83
CBC NATIONAL NEWS	S-S 11:00-11:21	13	82
THE NATURE OF THINGS ('Galapagos, The Islands') (Repeat)	Mon. 10:00-10:30	13	83
EDGE OF NIGHT	M-F 3:30- 4:00	11	85
+ SINGALONG JUBILEE	Sat. 10:32-11:00	10	61
THIS LAND	Wed. 8:00- 8:30	9	85
UP CANADA	Tue. 10:00-10:30	9	72
MAN ALIVE	Mon. 10:30-11:00	8	70
COUNTRYTIME	Wed. 10:30-11:00	8	76
FAMILY COURT	M-F 4:00- 4:30	7	77
IN THE PRESENT TENSE	Sun. 10:30-11:00	7	79
MUSICAMERA ('Pagliacci') (opera)	Wed. 9:00-10:30	6	64
SOME HONOURABLE MEMBERS	Tue. 10:30-11:00	6	68
TAKE THIRTY	M-F 3:00- 3:30	4	77
COUNTRY CANADA	Sun. 1:30- 2:00	3	\$
NATION'S BUSINESS (Progressive Conservative Party)	Sun. 11:15-11:21	3	\$
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	2	\$
MUSIC TO SEE	Sun. 5:00- 5:30	2	\$
ARTS '74	Sun. 4:30- 5:00	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

* Re-scheduled in some areas

+ Joined in progress at 10:42 pm EST in British Columbia

\$ Sample too small for reliable reporting of enjoyment level

change audience of 18 per cent. And, the CTV program this week had a slight audience advantage within the common CBC-CTV coverage area. 'FPC' continues to be very much enjoyed by those who watch it, the indices for the last two programs being 82-83.

- Topics discussed on this week's edition of UP CANADA (Tuesday, 10:00-10:30 pm) were U.S. reaction to Canada's oil export tax, babysitting wages and the Canadian national anthem. As a whole, the broadcast rated an enjoyment index of 72 - one of the highest for the series whose indices to date have ranged from 50 to 75 for an average index of 63. The size of the audience was 9 per cent - about average for 'Up Canada' programs since mid-December.
- This week's guest on SOME HONOURABLE MEMBERS (Tuesday, 10:30-11:00 pm) was Opposition leader Robert Stanfield. With viewing at the usual 'Honourable Members' level of 6 per cent, the broadcast rated an audience enjoyment index of 68 - average for the series as a whole but short of the respective 72 and 77 indices attained by earlier 'Honourable Members' interviews with NDP leader David Lewis and Prime Minister Trudeau.
- Maintaining the increased viewing level reached the week before, THIS LAND (Wednesday, 8:00-8:30 pm) this week drew a 9 per cent audience as against the series' usual audience of 7 per cent. And, at 85, the enjoyment index for Wednesday's broadcast - on the Canadian Rockies and their invasion by a new breed of sportsperson, the 'back-packer' - was somewhat above the 79 enjoyment norm of the current 'This Land' series.
- At 8:30-9:00 pm on Wednesday, the network carried the first in a series of nine IT'S A MUSICAL WORLD programs. The opening edition featured series' host Tommy Common with the regular 'Sweet Majac' children's chorus and a visiting group of Scottish dancers. In line with highly favourable audience reactions to last summer's 'Musical World' series, the broadcast rated an enjoyment index of 83. The size of the audience was 13 per cent - more than twice as big as audiences maintained in this same Wednesday slot by the 'To See Ourselves' drama series which ran from October to the end of December.
- This week's program in the MUSICAMERA series of Wednesday evening music specials was the Leoncavallo opera 'Pagliacci'. The 90-minute (9:00-10:30 pm) Beta Films production featured Jon Vickers with Raina Corsi-Kabaivanska, Peter Glossup, Sergio Lorenzi and Rolando Panerai. With about half of those who watched the program rating it one they had enjoyed 'very much', the index of enjoyment was 64 - relatively high for a broadcast opera. The 'Pagliacci' audience, at 6 per cent, was in line with audiences to 'Musicamera's' last two

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: FEBRUARY 8-14, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE	Thu. 7:30- 8:00	18	78
THE IRISH ROVERS	Fri. 7:30- 8:00	15	84
GILLIGAN'S ISLAND	M-F 5:30- 6:00	14	74
LOTSA LUCK	Mon. 7:30- 8:00	12	78
HYMN SING	Sun. 5:30- 6:00	10	83
WORLD AT WAR	Fri. 10:00-11:00	8	78
TRUE NORTH ('The Myth')	Thu. 10:00-11:00	6	61
THE PLAY'S THE THING ('Brothers In The Black Art')	Thu. 9:00-10:00	5	63
* CBC CURLING CLASSIC	Sat. 4:00- 5:00	4	78
HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	4	75
* MUSIC MACHINE	Sat. 6:30- 7:00	4	60
MR. CHIPS	Wed. 7:45- 8:00	4	72
JULIETTE AND FRIENDS	M-F 2:00- 2:30	3	69
VIEWPOINT	M-F 11:22-11:29	3	76
* UPDATE	Sat. 6:00- 6:30	3	\$
* REPLAY	Sat. 7:30- 8:00	2	\$
YOUTH CONFRONTATION	Sun. 4:00- 4:30	2	\$
WORLD OF MUSIC	Sun. 3:00- 4:00	2	\$
CANADIAN FILM MAKERS	Sun. 2:30- 3:00	1	\$
ADIEU ALOUETTE	Sun. 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	20	85
<u>CTV PROGRAMS</u>			
‡ HOCKEY - NHL	Wed. 8:00-10:48	29	80
KOJACK	Tue. 10:00-11:00	21	80
THE STREETS OF SAN FRANCISCO	Thu. 9:00-10:00	20	81
SONNY AND CHER	Sun. 7:30- 8:30	20	78
+ CTV SUNDAY NIGHT MOVIE ('Columbo: Mind Over Mayhem')	Sun. 8:30-10:00	17	80
MARCUS WELBY, M.D.	Tue. 9:00-10:00	16	80
IRONSIDE	Thu. 8:00- 9:00	16	83
+ THE ROOKIES	Mon. 7:00- 8:00	15	83
+ KUNG FU	Mon. 8:00- 9:00	15	82
MEDICAL CENTER	Mon. 9:00-10:00	14	80
FRIDAY NIGHT MOVIE ('The Elevator')	Fri. 8:00- 9:30	14	76
+ SANFORD AND SON	Thu. 7:30- 8:00	12	86
PIG 'N' WHISTLE	Mon. 10:00-10:30	12	75
CTV TUESDAY NIGHT MOVIE ('Banacek: Rocket To Oblivion')	Tue. 7:30- 9:00	12	78
+ THE BRADY BUNCH	Sun. 7:00- 7:30	12	74
'PRIMITIVE MAN: THE SPIRIT DANCERS'	Fri. 10:00-11:00	12	78
+ UNTAMED WORLD	Sun. 5:00- 5:30	11	85
POLICE SURGEON	Sat. 7:30- 8:00	10	75
ANOTHER WORLD	M-F 3:00- 3:30	10	88
WIDE WORLD OF SPORTS	Sat. 4:00- 5:30	10	79
+ ACADEMY PERFORMANCE ('Lock Up Your Daughters')	Sat. 8:00-10:00	9	58
+ GIRL WITH SOMETHING EXTRA	Thu. 7:00- 7:30	8	77
+ BANJO PARLOR	Sat. 7:00- 7:30	7	70
+ IAN TYSON	Thu. 10:00-10:30	7	73
‡ CTV NATIONAL NEWS	S-S 11:00-11:20	7	81
SOMERSET	M-F 2:30- 3:00	6	82
+ HEADLINE HUNTERS	Tue. 7:00- 7:30	6	82
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	5	83
+ STARLOST	Fri. 7:00- 8:00	5	60
ANYTHING YOU CAN DO	M-F 4:00- 4:30	5	69
+ TARGET THE IMPOSSIBLE	Thu. 10:30-11:00	3	\$
+ SPORTS BEAT '74	Wed. 10:50-11:20	2	\$

* Re-scheduled in some areas

‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

+ Not carried (on this day and at this time) on all CTV stations

‡ Broadcast 11:20-11:40 pm on Wednesday

\$ Sample too small for reliable reporting of enjoyment level

presentations - the operas 'MacBeth' which ran for two and a half hours, and 'Maid As Mistress' which ran less than one hour. The audience record for opera on the CBC-TV network in recent years:

Day/Date/Time	Opera	Audience to at least part of the program		Index Of Audience Enjoyment
		Per Cent	Approx no. of viewers	
Wed. Feb. 3, 1965 9:30-11:00 pm	Rigoletto	20%	1,800,000	54
Wed. Nov. 3, 1965 9:30-11:00 pm	The Barber Of Seville	9%	800,000	62
Wed. Mar.23, 1966 8:30-11:07 pm	The Magic Flute	18%	1,600,000	59
Wed. Nov.20, 1968 8:00-10:40 pm	Billy Budd	11%	1,100,000	31
Wed. Oct.29, 1969 8:30-10:45 pm	Louis Riel	13%	1,400,000	29
Wed. Mar.11, 1970 8:30-11:00 pm	Peter Grimes	9%	1,000,000	30
Wed. Jul. 8, 1970 8:00-10:00 pm	Tosca		no data	
Wed. Dec.23, 1970 8:00-10:00 pm	Hansel and Gretel	23%	2,600,000	60
Wed. Jan.12, 1972 9:30-11:00 pm	La Rondine	10%	1,200,000	63
Wed. Jan.26, 1972 8:30-10:15 pm	Hansel and Gretel (Repeat)	16%	1,900,000	56
Wed. Mar. 1, 1972 9:30-11:00 pm	From The House Of The Dead	6%	700,000	28

continued....

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: FEBRUARY 8-14, 1974

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 8th	7:00- 7:30	Local Programming	5	+ STARLOST
	7:30- 8:00	Not Complete Network		
	8:00- 8:30	ALL IN THE FAMILY	33	FRIDAY NIGHT MOVIE ('The Elevator')
	8:30- 9:00	MASH	24	
	9:00- 9:30	TOMMY HUNTER	18	Not Complete Network
	9:30-10:00			
	10:00-10:30	Not Complete Network	12	
SUN 10th	10:30-11:00			'PRIMITIVE MAN: THE SPIRIT DANCERS'
	7:00- 7:30	THE BEACHCOMBERS	17	+ THE BRADY BUNCH
	7:30- 8:00	THE WALTONS	26	SONNY AND CHER
	8:00- 8:30			
	8:30- 9:00	DICK VAN DYKE	14	CTV SUNDAY NIGHT MOVIE ('Columbo: Mind Over Mayhem')
	9:00- 9:30	THE COLLABORATORS ('The Contract')	16	
	9:30-10:00			
MON 11th	10:00-10:30	MARKETPLACE	15	'WINDOW ON THE WORLD - NATIONALISM: THE FANATIC HEART' (Repeat)
	10:30-11:00	IN THE PRESENT TENSE	7	
	7:00- 7:30	Local Programming	15	+ THE ROOKIES
	7:30- 8:00	Not Complete Network		
	8:00- 8:30	THE PARTRIDGE FAMILY	21	+ KUNG FU
	8:30- 9:00	CANNON	23	MEDICAL CENTRE
	9:00- 9:30		15	
	9:30-10:00	THIS IS THE LAW	18	
TUE 12th	10:00-10:30	THE NATURE OF THINGS ('Galapagos, The Islands') (Repeat)	13	PIG 'N' WHISTLE
	10:30-11:00	MAN ALIVE	8	Not Complete Network
	7:00- 7:30	Local Programming	6	+ HEADLINE HUNTERS
	7:30- 8:00	Local Programming		
	8:00- 8:30	MARY TYLER MOORE	17	CTV TUESDAY NIGHT MOVIE ('Banacek: Rocket To Oblivion')
	8:30- 9:00	POLICE STORY	17	
	9:00- 9:30		16	MARCUS WELBY, M.D.
	9:30-10:00	FRONT PAGE CHALLENGE	15	
THU 14th	10:00-10:30	UP CANADA	8	KOJACK
	10:30-11:00	SOME HONOURABLE MEMBERS	6	
	7:00- 7:30	Local Programming	9	+ GIRL WITH SOMETHING EXTRA
	7:30- 8:00	Not Complete Network	13	+ SANFORD AND SON
	8:00- 8:30	CAROL BURNETT	20	IRONSIDE
	8:30- 9:00			
	9:00- 9:30		21	THE STREETS OF SAN FRANCISCO
	9:30-10:00	Not Complete Network		
S-S	10:00-10:30		8	+ IAN TYSON
	10:30-11:00		3	+ TARGET THE IMPOSSIBLE
	11:00-11:20	CBC NEWS	13	+ CTV NEWS

‡ Broadcast 11:20-11:40 pm on Wednesday
 + Not carried (on this day and at this time) on all CTV stations
 † Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

Day/Date/Time	Opera	Audience to at least part of the program		Index Of Audience Enjoyment
		Per Cent	Approx. no. of viewers	
Wed. Mar. 15, 1972 8:30-10:30 pm	Romeo and Juliette	9%	1,100,000	42
Wed. Dec. 27, 1972 9:30-11:00 pm	La Rondine (Repeat)	6%	800,000	57
Wed. Jan. 30, 1974 9:00-10:00 pm	Maid As Mistress (La Serva Padrona)	6%	760,000	48
Wed. Feb. 6, 1974 8:30-11:00 pm	MacBeth	7%	830,000	53
Wed. Feb. 13, 1974 9:00-10:30 pm	Pagliacci	6%	780,000	64

- THE NATURE OF THINGS (Monday, 10:00-10:30 pm) this week equalled its peak (13 per cent) audience of the week before. The program, an excerpt from John Livingston's 'Galapagos' series of several years ago, discussed the geological origins, plant and animal life, and geographic and climatic conditions of the remote 'Galapagos Islands'. The index of audience enjoyment was 83 - marginally above the current 'Nature Of Things' enjoyment norm of 80.
- Following this at 10:30-11:00 pm MAN ALIVE presented 'Gift Of The Spirit' - the second of two programs on the subject of spiritual healing. Focusing on the charismatic renewal movement that has evolved within the Christian Church, the broadcast featured excerpts of a charismatic conference held last year in Montreal and also visited 'The Word Of God' community in Ann Arbor, Michigan. With viewers, in general, finding it to be an interesting though not particularly informative broadcast, the index of enjoyment was 70 - about the same level of enjoyment recorded last week for the introductory program on 'faith healing' and also close to average for 'Man Alive' broadcasts this season (73). Monday's audience, however, was just 8 per cent as against the series' peak 12 per cent audience of the week before and January 'Man Alive' audiences of 10 per cent. The record for the series to date this season:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 17	'A Report On The News' - probe of recent happenings to determine today's spiritual and moral climate	5	73
Sept. 24	'Reflections On A Funhouse Mirror' - on built-in limitations and biases of television	6	71
Oct. 1	'Campamento' - on an urban slum area in Chile	5	72
Oct. 8	A comparison of Judaism and Christianity	5	57
Oct. 15	'Cuba, Faith In Revolution' - on the situation of the Christian church in Cuba	7	70
Oct. 22	'Look To The Wildwood' - a spiritual-nature journey through Algonquin Park (repeat)	5	77
Nov. 5	'Death Can Be A Friend' - on moral pros and cons of prolonging the life of terminally ill patients	4	78
Nov. 12	'Values And Man With Dame Rebecca West' - first of three-part series on human values	4	73
Nov. 19	'Values And Community With Dr. Han Suyin'	6	77
Nov. 26	'Values And The Universe With Dr. Barbara Ward'	5	76
Dec. 10	'Immortality'	6	67
Dec. 17	'Real Estate And Sacred Space' - controversy re: proposed demolition of Vancouver's Christ Church Cathedral	5	64

continued...

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Dec. 24	'Metropolitan Anthony Of The Russian Orthodox Church' - Metropolitan Anthony Bloom discusses 'joy'	3	No index
Jan. 14	'Life Before Birth' - first of two programs on scientific studies of pre-natal development (repeat)	10	84
Jan. 21	'Life Before Birth' - part two (repeat)	10	80
Jan. 28	'Life Before Birth' - part three 'To Be Truly Human'	10	79
Feb. 4	'Healing' - first of two programs on spiritual healing	12	71
Feb. 11	'Healing' - conclusion	8	70

- Maintaining its viewing level of the last two weeks, THE PLAY'S THE THING (Thursday at 9:00-10:00 pm on the metronet and on some CBC affiliate stations) this week drew a 5 per cent audience to the Robertson Davies play 'Brothers In The Black Art'. Starring, in the story of an old man's recollections of his days as an apprentice printer, were Sean Sullivan, John Friesen and David Hutchison. The broadcast rated an audience enjoyment index of 63 - about midway between the series' peak index (73 for 'How I Met My Husband') and its lowest index (51 for 'The Bells Of Hell').
- Thursday's second program of the OECA's TRUE NORTH series was 'The Myth', an examination of the validity of Canadian historian W.L. Morton's claim that "Canada is a northern country with a northern economy, a northern way of life". Broadcast at 10:00-11:00 pm on the metronet and on some affiliate stations, it drew a 6 per cent audience as against the series' original week audience of 7 per cent. And, though its index of 61 was somewhat higher than last week's 'True North' index of 55, the program was still not particularly well received by those who watched it.

- . This week's audience to THE WORLD AT WAR (Friday, 10:00-11:00 pm on the metronet and on some affiliate stations) was 8 per cent - about average for the series since early January. And, in line with audience reactions to preceding editions, this nineteenth instalment of the World War II series was highly acclaimed with an enjoyment index of 78.
- . Broadcast in its usual post-hockey slot (at 10:32-11:00 pm EST on this occasion) Saturday's SINGALONG JUBILEE drew a 10 per cent audience - virtually the same size of audience the series has attracted each week since mid-December and somewhat bigger than early-season 'Singalong' audiences of 7-9 per cent. Conversely, however, audience enjoyment of 'Singalong Jubilee' has declined sharply in recent weeks. Whereas the average index for the 1972-73 'Singalong' series was 79 and the pre-January enjoyment norm of the current series 72, each of the last four editions has rated an index in the low 61-65 range, the lowest of these being for this week's broadcast.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/74/13

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: FEBRUARY 15-21, 1974

THIS WEEK

Special network programming this week included highlights of the recent 'Pro Ski Classic' and 'European Figure Skating Championships', the musical 'Tonight: The O'Connor Sisters', the conclusion of the OECA 'True North' series and the 'Peanuts' cartoon 'It's A Mystery, Charlie Brown'. The week also marked the season debut of 'Images Of Canada', a six-part series running in the Monday, 10:00-11:00 pm slot previously occupied by 'Nature Of Things' and 'Man Alive'. Audience data is unavailable this week for the regular 'Police Story' and 'All In The Family' programs.

Regular CBC programs pre-empted throughout the country this week included 'Tommy Hunter', 'Canadian College Sports', 'Replay' and 'Partridge Family'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Making its tenth and final appearance in the Sunday, 9:00-10:00 pm slot, THE COLLABORATORS drama series this week presented Grahame Woods' 'Night Into Mourning'. The story, investigating an auto-wrecking yard murder, 'starred series' regulars Michael Kane, Paul Harding and Toby Tarnow with, among others, Sam Langevin and Gerry Salsberg. The audience, at 17 per cent, was slightly bigger than the average 'Collaborators' audience of 15 per cent; the enjoyment index, 68, just 2 points short of the enjoyment norm for preceding editions. The complete audience record for the series:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Dec. 16	'Luck....Without It You're Nowhere' by Grahame Woods	11	66
Dec. 23	'Four Into Three Won't Go' by Grahame Woods	9	62
Dec. 30	'Tell Them What You Know' by George Robertson	14	71
Jan. 6	'All My Love...Jennie' by Grahame Woods	16	71
Jan. 13	'Winner Lose All' by Grahame Woods	15	69
Jan. 20	'Beyond All Reasonable Doubt' by Grahame Woods	18	73
Jan. 27	'Whatever Happened To Candy?' By Kaino Thomas	18	75
Feb. 3	'A Touch Of Madness' by Lyal Brown	20	70
Feb. 10	'The Contract' by Grahame Woods	16	74
Feb. 17	'Night Into Mourning' by Grahame Woods	17	68

TABLE 1 PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: FEBRUARY 15-21, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	38	85
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:40	31	76
THE WALTONS	Sun. 7:30- 8:30	30	89
MASH	Fri. 8:30- 9:00	26	82
CANNON	Mon. 8:30- 9:30	25	78
'IT'S A MYSTERY CHARLIE BROWN'	Mon. 8:00- 8:30	22	71
CAROL BURNETT (Repeat)	Thu. 8:00- 9:00	22	68
MARY TYLER MOORE	Tue. 8:00- 8:30	19	76
THIS IS THE LAW	Mon. 9:30-10:00	19	73
THE BEACHCOMBERS	Sun. 7:00- 7:30	19	67
MARKETPLACE	Sun. 10:00-10:30	18	86
THE COLLABORATORS ('Night Into Mourning')	Sun. 9:00-10:00	17	68
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	16	80
'TONIGHT: THE O'CONNOR SISTERS'	Fri. 9:00-10:00	15	57
CBC NATIONAL NEWS	S-S 11:00-11:21	14	82
DICK VAN DYKE	Sun. 8:30- 9:00	13	65
* EUROPEAN FIGURE SKATING CHAMPIONSHIPS	Sat. 2:00- 4:00	11	88
EDGE OF NIGHT	M-F 3:30- 4:00	11	81
OMBUDSMAN	Sun. 10:30-11:00	11	86
IMAGES OF CANADA: 'Heroic Beginnings' (Repeat)	Mon. 10:00-11:00	11	76
† + SINGALONG JUBILEE	Sat. 10:42-11:00	10	68
UP CANADA	Tue. 10:00-10:30	9	69
THIS LAND	Wed. 8:00- 8:30	9	81
IT'S A MUSICAL WORLD	Wed. 8:30- 9:00	9	79
COUNTRYTIME	Wed. 10:30-11:00	8	79
FAMILY COURT	M-F 4:00- 4:30	7	74
WEST	Wed. 10:00-10:30	7	58
SOME HONOURABLE MEMBERS	Tue. 10:30-11:00	6	70
MUSICAMERA ('Music In Our Time - The Age Of Ecstasy 1900-1910')	Wed. 9:00-10:00	5	45
TAKE THIRTY	M-F 3:00- 3:30	4	78
NATION'S BUSINESS (Social Credit Party)	Sun. 11:15-11:21	3	\$
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	\$
COUNTRY CANADA	Sun. 1:30- 2:00	3	\$
MUSIC TO SEE	Sun. 5:00- 5:30	2	\$
ARTS '74	Sun. 4:30- 5:00	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

* Re-scheduled in some areas

† Broadcast 10:33-11:00 pm EST in British Columbia

\$ Sample too small for reliable reporting of enjoyment level

- THE MARKETPLACE (Sunday, 10:00-10:30 pm) this week turned in its best performance to date. Marginally surpassing the series' previous peak audience of 17 per cent, the consumer interest series on this occasion drew an 18 per cent audience and rated an enjoyment index of 86 - 2-4 points higher than the indices of the most enjoyed of the six earlier 'Marketplace' broadcasts. Included in this week's program was a report on the meat content of various brands of frozen meat pies, conversations with Kamloops residents concerning financial losses resulting from their association with a now defunct reducing salon and a listing of the ten least and most recommended registered retirement income plans.
- The bi-weekly (Sunday, 10:30-11:00 pm) OMBUDSMAN series which on its first occasion rated a moderately favourable index of 67 and on its two subsequent appearances, indices of 77-78, this week was specially well received with an audience enjoyment index of 86. On the program Les Armstrong, secretary-treasurer of the Ontario Fruit and Vegetable Growers Association, defended Ontario packaging regulations, and Douglas Taylor, mayor of a B.C. municipality, explained the reasons for the recent construction of a road through privately-owned farm land. The audience, on this occasion, was 11 per cent - marginally bigger than the audience to each of the last two editions and substantially bigger than the original 'Ombudsman' audience of 8 per cent.
- Monday evening (10:00-11:00 pm) marked the season debut of IMAGES OF CANADA. This week's program, the first of four repeats from last year, was 'Historic Beginnings', a documentary using paintings, old film footage and visits to historical sites to trace Canada's history from early beginnings to the year 1942. Narrator of the series, which is to appear on six consecutive Monday evenings and which will include two new documentaries on the Prairie Provinces and British Columbia, is historian Donald Creighton. In line with highly favourable audience reactions to 'Historic Beginnings' on its first showing (index of enjoyment 83), this week's repeat rated an index of 76. The audience, at 11 per cent, was much the same size as recent audiences to the pre-empted 'Nature Of Things' and 'Man Alive' (average audiences 12 and 10 per cent respectively).
- UP CANADA (Tuesday, at 10:00-10:30 pm) this week focused on the case of Albert Jaasma, an Albertan who rose from a labourer to president of a multi-million dollar conglomerate and whose business practices are now under investigation by the government of that province. Commenting were shareholders and their legal counsel, former employees of the company and provincial NDP leader Grant Notley. With viewing at the usual 'Up Canada' level of 9 per cent, the broadcast rated an enjoyment index of 69 - 5 points above average for the series to date.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: FEBRUARY 15-21, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE	Thu. 7:30- 8:00	19	79
THE IRISH ROVERS	Fri. 7:30- 8:00	15	83
GILLIGAN'S ISLAND	M-F 5:30- 6:00	14	75
LOTSA LUCK	Mon. 7:30- 8:00	12	76
HYMN SING	Sun. 5:30- 6:00	9	82
TRUE NORTH ('Strong And Free?')	Thu. 10:00-11:00	8	57
WORLD AT WAR	Fri. 10:00-11:00	8	71
* CBC CURLING CLASSIC	Sat. 4:00- 5:00	5	77
THE PLAY'S THE THING ('The Man From Inner Space')	Thu. 9:00-10:00	5	52
MR. CHIPS	Wed. 7:45- 8:00	5	67
HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	4	72
* PRO SKI CLASSIC	Sat. 7:30- 8:00	4	75
* MUSIC MACHINE	Sat. 6:30- 7:00	4	57
JULIETTE AND FRIENDS	M-F 2:00- 2:30	3	69
* UPDATE	Sat. 6:00- 6:30	3	\$
VIEWPOINT	M-F 11:22-11:29	3	71
YOUTH CONFRONTATION	Sun. 4:00- 4:30	2	\$
WORLD OF MUSIC	Sun. 3:00- 4:00	2	\$
ADIEU ALOUETTE (Repeat)	Sun. 2:00- 2:30	1	\$
CANADIAN FILM MAKERS	Sun. 2:30- 3:00	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	23	85
<u>CTV PROGRAMS</u>			
‡ HOCKEY - NHL	Wed. 8:00-10:30	30	81
KOJACK	Tue. 10:00-11:00	20	83
THE STREETS OF SAN FRANCISCO	Thu. 9:00-10:00	19	80
SONNY AND CHER	Sun. 7:30- 8:30	18	78
MARCUS WELBY, M.D.	Tue. 9:00-10:00	16	82
ACADEMY PERFORMANCE ('A Case Of Rape')	Sat. 8:00-10:00	15	78
MEDICAL CENTER	Mon. 9:00-10:00	15	83
IRONSIDE	Thu. 8:00- 9:00	15	76
+ CTV SUNDAY NIGHT MOVIE ('Shaft: The Murder Machine')	Sun. 8:30-10:00	14	77
+ SANFORD AND SON	Thu. 7:30- 8:00	14	87
+ KUNG FU	Mon. 8:00- 9:00	14	76
+ THE BRADY BUNCH	Sun. 7:00- 7:30	13	72
+ THE ROOKIES	Mon. 7:00- 8:00	13	81
CTV TUESDAY NIGHT MOVIE ('Banacek: Fly Me, If You Can Find Me')	Tue. 7:30- 9:00	13	81
FRIDAY NIGHT MOVIE ('Live Again, Die Again')	Fri. 8:00- 9:30	13	63
+ F.B.I.	Fri. 10:00-11:00	12	76
PIC 'N' WHISTLE	Mon. 10:00-10:30	11	76
+ UNTAMED WORLD	Sun. 5:00- 5:30	11	83
WIDE WORLD OF SPORTS	Sat. 4:00- 6:00	10	78
+ GIRL WITH SOMETHING EXTRA	Thu. 7:00- 7:30	10	74
POLICE SURGEON	Sat. 7:30- 8:00	9	76
ANOTHER WORLD	M-F 3:00- 3:30	9	84
+ IAN TYSON	Thu. 10:00-10:30	9	72
CTV NATIONAL NEWS	S-S 11:00-11:20	7	79
W5	Sun. 10:00-11:00	7	72
+ BANJO PARLOUR	Sat. 7:00- 7:30	7	69
+ HEADLINE HUNTERS	Tue. 7:00- 7:30	7	80
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	6	81
SOMERSET	M-F 2:30- 3:00	5	81
ANYTHING YOU CAN DO	M-F 4:00- 4:30	5	68
+ STARLOST (Repeat)	Fri. 7:00- 8:00	4	57
+ SPORTS BEAT '74	Wed. 10:30-11:00	3	\$
+ TARGET THE IMPOSSIBLE	Thu. 10:30-11:00	3	\$

* Re-scheduled in some areas

‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

+ Not carried (on this day and at this time) on all CTV stations

\$ Sample too small for reliable reporting of enjoyment level

- SOME HONOURABLE MEMBERS, which followed at 10:30-11:00 pm, also drew its usual (6 per cent) audience this week. Originating in Alberta, the broadcast discussed the particular problems of Crowfoot riding and featured a conversation with Conservative member Jack Horner, the representative of the constituency for the last fifteen years. Like most previous 'Honourable Members' programs, the program was moderately well received with an enjoyment index of 70.
- The subject of this week's edition of THIS LAND (Wednesday, 8:00-8:30 pm) was Nova Scotia's boat building industry and, in particular, the Stevens family of Lunenburg whose involvement with the industry goes back some four generations. Maintaining the somewhat increased 'This Land' viewing level of the last two weeks, the broadcast drew a 9 per cent audience and rated a typically high enjoyment index of 81.
- Making its second appearance in the Wednesday, 8:30-9:00 pm slot, IT'S A MUSICAL WORLD this week drew only a 9 per cent audience as against the series' opening week audience of 13 per cent. Nor, with an enjoyment index of 79, was Wednesday's program received with quite the same degree of enthusiasm as the earlier edition which rated a specially high enjoyment index of 83. Featured guests on this occasion were singer Catherine McKinnon and the Polish-Canadian United Youth Dancers.
- At 9:00-10:00 pm on Wednesday MUSICAMERA presented 'Music In Our Time', a program hosted by pianist Glenn Gould that featured music from 'The Age Of Ecstasy' - the decade from 1900-1910. Gould and his guests, soprano Helen Vanni and clarinetist James Campbell, performed works by Berg, Debussy, Scriabin and Schoenberg. Watched by an audience of 5 per cent - one of the smallest for a 'Musicamera' program to date - the broadcast rated an enjoyment index of only 45.
- Following this at 10:00-10:30 pm, the NFB's WEST series also drew a smaller-than-usual audience this week - 7 per cent as against recent 'West' audiences of 9-11 per cent. Nor did those who watched 'Cavendish Country' - a profile of a struggling songwriter living in Calgary - particularly enjoy it. With many viewers confessing a lack of interest in the subject matter and a substantial minority of the audience finding the program rather disjointed or confusing, the index of audience enjoyment was 58 - below the 63 - 80 index range of preceding editions in the series.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: FEBRUARY 15-21, 1974

DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
FRI 15th	7:00- 7:30	Local Programming			4	+ STARLOST (Repeat)
	7:30- 8:00	Not Complete Network				
	8:00- 8:30	ALL IN THE FAMILY	#			
	8:30- 9:00	MASH	26	14	FRIDAY NIGHT MOVIE ('Live Again, Die Again')	
	9:00- 9:30	'TONIGHT: THE O'CONNOR SISTERS'				14
	9:30-10:00	Not Complete Network				
	10:00-10:30	Not Complete Network			13	F.B.I.
10:30-11:00						
SUN 17th	7:00- 7:30	THE BEACHCOMBERS	18	14	+ THE BRADY BUNCH	
	7:30- 8:00	THE WALTONS	29	19	SONNY AND CHER	
	8:00- 8:30					
	8:30- 9:00	DICK VAN DYKE	13			
	9:00- 9:30	THE COLLABORATORS ('Night Into Mourning')	16	15	+ CTV SUNDAY NIGHT MOVIE ('Shaft: The Murder Machine')	
	9:30-10:00					
	10:00-10:30	MARKETPLACE	17			
10:30-11:00	OMBUDSMAN	10	7	W5		
MON 18th	7:00- 7:30	Local Programming			14	+ THE ROOKIES
	7:30- 8:00	Not Complete Network				
	8:00- 8:30	'IT'S A MYSTERY CHARLIE BROWN'	22	15	+ KUNG FU	
	8:30- 9:00	CANNON	24			
	9:00- 9:30			15	MEDICAL CENTRE	
	9:30-10:00	THIS IS THE LAW	18			
	10:00-10:30	IMAGES OF CANADA: 'Heroic Beginnings' (Repeat)	10	11	PIG 'N' WHISTLE	
10:30-11:00	Not Complete Network					
TUE 19th	7:00- 7:30	Local Programming			7	+ HEADLINE HUNTERS
	7:30- 8:00					
	8:00- 8:30	MARY TYLER MOORE	18	14	CTV TUESDAY NIGHT MOVIE ('Banacek: Fly Me, If You Can Find Me')	
	8:30- 9:00	POLICE STORY	#			
	9:00- 9:30	FRONT PAGE CHALLENGE	15	16	MARCUS WELBY, M.D.	
	10:00-10:30	UP CANADA	9			
	10:30-11:00	SOME HONOURABLE MEMBERS	6	21	KOJACK	
THU 21st	7:00- 7:30	Local Programming			10	+ GIRL WITH SOMETHING EXTRA
	7:30- 8:00	Not Complete Network			15	+ SANFORD AND SON
	8:00- 8:30	CAROL BURNETT (Repeat)	21	15	IRONSIDE	
	8:30- 9:00					
	9:00- 9:30				20	THE STREETS OF SAN FRANCISCO
	9:30-10:00	Not Complete Network				
	10:00-10:30				9	+ IAN TYSON
10:30-11:00				3	+ TARGET THE IMPOSSIBLE	
S - S	11:00-11:20	CBC NEWS	13	8	CTV NEWS	

+ Not carried (on this day and at this time) on all CTV stations

Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

- Broadcast in its usual Thursday, 9:00-10:00 pm slot on the metronet and on some affiliate stations, THE PLAY'S THE THING this week presented Eric Nicol's 'The Man From Inner Space'. The drama - about a retired newspaper columnist's attempts to maintain his privacy - was rather poorly received with an audience enjoyment index of 52. The size of the audience was 5 per cent - about average for the series in recent weeks but smaller than earlier 'Play's The Thing' audiences of 7-8 per cent. The audience record for the series to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Jan. 17	'How I Met My Husband' by Alice Munro	7	73
Jan. 24	'The Bells Of Hell' by Mordecai Richler	8	51
Jan. 31	'And Then Mr. Jones' by Morley Callaghan	5	56
Feb. 7	'Friends And Relations' by Hugh Hood	6	71
Feb. 14	'Brothers In The Black Art' by Robertson Davies	5	63
Feb. 21	'The Man From Inner Space' by Eric Nicol	5	52

- At 10:00-11:00 pm on Thursday, a slightly increased TRUE NORTH audience of 8 per cent (as against earlier audiences of 6-7 per cent) watched the conclusion of the OECA's three-part series. The broadcast, shown on the metronet and on some affiliate stations and titled 'Strong And Free?', featured 'The Jest Society' in a montage of cartoons, skits and songs on the subject of Canadian identity. With a substantial one-third of those who watched the program rating it as disjointed, mixed-up or hard to follow, the index of audience enjoyment was just 57.

- . In the usual 'Tommy Hunter' slot at 9:00-10:00 pm on Friday the network this week presented TONIGHT: THE O'CONNOR SISTERS, a special program marking the O'Connor Sisters' fiftieth anniversary in show business. As might be expected, the broadcast was significantly more enjoyed by viewers aged 50 and over than it was by younger members of the audience - indices of enjoyment for these two segments of the audience, 66 and 46 respectively. This resulted in an overall index of 57 for the broadcast. The size of the audience was 15 per cent - about three-quarters as big as that normally attracted to 'Tommy Hunter'.
- . Following this (at 10:00-11:00 pm on the metronet and on some affiliate stations) THE WORLD AT WAR drew its usual audience of 8 per cent. Titled 'Genocide 1941-1945', the broadcast dealt with Germany's attempted annihilation of the Jewish race. At 71, the enjoyment index was the lowest for the series whose average index to date is 78.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/74/14

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: FEBRUARY 22-28, 1974

THIS WEEK

This week's schedule included a number of special programs. Audience information is available on some of these: the season's third 'Wayne and Shuster Comedy', a 'Canadian Consumers Test' and a 'To The Wild Country' documentary titled 'The Great Canadian Southwest'. Due to late notice of scheduling, no audience data is available on several other of this week's specials - coverage of the 'Opening Of Parliament', a program highlighting the week's CRTC hearings in Ottawa, a report, via satellite, of 'British Election' returns, and the pre-election specials 'Britain: The Crisis Election' and 'There'll Always Be An England', the latter a repeat from the weekday 'Take Thirty' series.

The many regular CBC programs pre-empted throughout the country this week included 'World At War', 'Canadian College Sports', 'Beachcombers', 'Dick Van Dyke', 'In The Present Tense', 'Police Story', 'West', 'Carol Burnett', 'Take 30/60' and 'CBC Newsmagazine'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Sunday's fourth program of the monthly-scheduled TO THE WILD COUNTRY series was 'The Great Canadian Southwest', a program focusing on the wildlife of that part of the province of Alberta that lies between the South Saskatchewan River and the foothills of the Rocky Mountains. Broadcast in the usual 'Beachcombers'-'Waltons' slot of 7:00-8:00 pm, it drew an audience of 18 per cent - within the 13-20 per cent audience range of preceding programs in the series, all of which ran at a later time on Sunday evening. And, as with these three previous 'Wild Country' broadcasts, 'The Great Canadian Southwest' was highly acclaimed by those who watched it - index of enjoyment, 89. The audience record for the series to date:

<u>DAY/DATE/TIME</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sun. Nov. 18 9:00-10:00 pm	'The Wild Pacific Shore'	13	87
Sun. Dec. 9 8:00-9:00 pm	'Winter Is A Way Of Life' (repeat)	15	85
Sun. Jan. 27 7:30-8:30 pm	'Land Of The Big Ice'	20	89
Sun. Feb. 24 7:00-8:00 pm	'The Great Canadian Southwest'	18	89

- Later on Sunday the network carried the third of four WAYNE AND SHUSTER COMEDY SPECIALS to be shown this season. Broadcast in the usual 'W & S' slot at 9:00-10:00 pm, it drew a national audience of 28 per cent that substantially surpassed the 20-21 per cent audiences to the two preceding editions and is, in fact, the biggest audience recorded for a 'Wayne and Shuster' show since early last season. Thus, in the common CBC-CTV coverage area where Sunday's show ran directly against a CTV 'Shaft' episode, the disparity between the audience to the CBC comedy and its CTV opposition, on this occasion, was about 5:2 in CBC's favour. Sunday's broadcast rated an enjoyment index of 74 - virtually the same level of enjoyment attained by all other 'Shuster' shows these past two seasons.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: FEBRUARY 22-28, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY (Repeat)	Fri. 8:00- 8:30	35	79
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:42	31	79
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	29	84
THE WAYNE AND SHUSTER COMEDY SPECIAL	Sun. 9:00-10:00	28	74
THE WALTONS	Sun. 8:00- 9:00	27	88
MASH	Fri. 8:30- 9:00	26	81
CANNON	Mon. 8:30- 9:30	23	81
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	21	76
TO THE WILD COUNTRY: 'The Great Canadian Southwest'	Sun. 7:00- 8:00	18	89
MARY TYLER MOORE	Tue. 8:00- 8:30	18	75
TOMMY HUNTER	Fri. 9:00-10:00	18	79
THIS IS THE LAW	Mon. 9:30-10:00	18	76
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	16	80
'CANADIAN CONSUMERS TEST'	Tue. 8:30- 9:30	14	75
MARKETPLACE	Sun. 10:00-10:30	13	76
± CBC NATIONAL NEWS	S-S 11:00-11:21	12	82
EDGE OF NIGHT	M-F 3:30- 4:00	10	83
COUNTRYTIME	Wed. 10:30-11:00	10	77
IT'S A MUSICAL WORLD	Wed. 8:30- 9:00	10	77
MUSICAMERA ('The World Of Victor Herbert')	Wed. 9:00-10:00	9	80
IMAGES OF CANADA: 'The Magic Circle, New France' (Repeat)	Mon. 10:00-11:00	9	61
* INTERNATIONAL MIDGET HOCKEY	Sat. 2:00- 4:00	8	76
UP CANADA	Tue. 10:00-10:30	8	58
* 'JACK - A FLASH FANTASY' (Musical)	Thu. 8:00- 9:00	7	44
FAMILY COURT	M-F 4:00- 4:30	7	76
+ SINGALONG JUBILEE	Sat. 10:44-11:00	7	65
THIS LAND	Wed. 8:00- 8:30	7	73
SOME HONOURABLE MEMBERS	Tue. 10:30-11:00	4	68
TAKE THIRTY	M-F 3:00- 3:30	4	79
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	3	\$
COUNTRY CANADA	Sun. 1:30- 2:00	2	\$
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	2	\$
MUSIC TO SEE	Sun. 5:00- 5:30	2	\$
ARTS '74	Sun. 4:30- 5:00	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

± Broadcast 12:00-12:21 am AST in the Atlantic regions on Thursday

* Re-scheduled in some areas

⚡ Joined in progress at 10:47 pm in the Montreal region

\$ Sample too small for reliable reporting of enjoyment level

- Despite an unusually big lead-in audience, MARKETPLACE (Sunday, 10:00-10:30 pm) drew a smaller audience this week than it has in over a month - 13 per cent as against recent audiences of 16-18 per cent. Nonetheless in the common CBC-CTV coverage area, the CBC consumer interest program maintained a substantial 3:2 audience advantage over the opposing 'W5'. Originating in Vancouver, Sunday's 'Marketplace' reported on the situation of the British Columbia consumer under the NDP government. The audience enjoyment index was 76 - also below average (81) for the much enjoyed series.
- IMAGES OF CANADA (Monday, 10:00-11:00 pm) which last week drew an 11 per cent audience to its debut program, this week drew a somewhat smaller audience of 9 per cent. The program, also a repeat from last season, was 'The Magic Circle, New France', the first of five under the general heading of 'The Whitecomers'. With audience reaction to the portrait of New France (from 1600-1867) being much the same as it was last year when, with an index of 65, it was the least enjoyed of the 'Images Of Canada' presentations, Monday's broadcast rated an audience enjoyment index of 61.
- At 8:30-9:30 pm on Tuesday the regular 'Police Story' was pre-empted by another in the periodic series of quiz-test programs. This one, THE CANADIAN CONSUMERS TEST, was divided into four parts to cover the specific problems of buying for infants and children, teenagers, senior citizens and younger adults. Each of these segments had its own panel of experts and 'ordinary citizens' answer a series of pertinent questions. Program hosts were Joan Watson and Allan Miller. The audience was 14 per cent, just two-thirds the size of the usual audience to 'Police Story' and one of the smallest audiences on record for a 'Test' program. With the single exception of last season's 'Income Tax' program which rated an unusually low enjoyment index of 67, this week's 'Consumers' show, with an index of 75, was enjoyed to about the same extent as most recent programs in this periodic series of 'Canadian Tests'. The series' record:

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: FEBRUARY 22-28, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
* MAUDE	Thu. 7:30- 8:00	19	76
GILLIGAN'S ISLAND	M-F 5:30- 6:00	15	73
THE IRISH ROVERS	Fri. 7:30- 8:00	14	86
LOTSA LUCK	Mon. 7:30- 8:00	12	76
HYMN SING	Sun. 5:30- 6:00	9	87
* THE PLAY'S THE THING ('The Servant Girl')	Thu. 9:00-10:00	7	64
* CBC CURLING CLASSIC	Sat. 4:00- 5:00	4	78
HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	4	75
MR. CHIPS	Wed. 7:45- 8:00	4	69
* MUSIC MACHINE	Sat. 6:30- 7:00	3	55
JULIETTE AND FRIENDS	M-F 2:00- 2:30	3	74
* VIEWPOINT	M-F 11:22-11:29	2	74
* UPDATE	Sat. 6:00- 6:30	2	\$
* REPLAY	Sat. 7:30- 8:00	2	\$
YOUTH CONFRONTATION	Sun. 4:00- 4:30	1	\$
WORLD OF MUSIC	Sun. 3:00- 4:00	1	\$
CANADIAN FILM MAKERS	Sun. 2:30- 3:00	1	\$
ADIEU ALOUETTE (Repeat)	Sun. 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	16	84
<u>CTV PROGRAMS</u>			
KOJACK	Tue. 10:00-11:00	21	83
SONNY AND CHER	Sun. 7:30- 8:30	19	76
'JOHNNY CASH'S COUNTRY MUSIC'	Fri. 10:00-11:00	18	79
IRONSIDE	Thu. 8:00- 9:00	16	82
+ KUNG FU	Mon. 8:00- 9:00	16	79
MEDICAL CENTER	Mon. 9:00-10:00	15	80
MARCUS WELBY, M.D.	Tue. 9:00-10:00	15	80
ACADEMY PERFORMANCE ('Vanishing Point')	Sat. 8:00-10:00	15	72
* WEDNESDAY NIGHT MOVIE ('How To Steal A Million') (Repeat)	Wed. 8:00-10:30	15	74
+ THE ROOKIES	Mon. 7:00- 8:00	15	80
FRIDAY NIGHT MOVIE ('Hitchhike')	Fri. 8:00- 9:30	14	74
+ SANFORD AND SON	Thu. 7:30- 8:00	14	86
CTV TUESDAY NIGHT MOVIE ('Banacek: Ten Thousand Dollars A Page')	Tue. 7:30- 9:00	12	79
+ THE BRADY BUNCH	Sun. 7:00- 7:30	11	76
+ CTV SUNDAY NIGHT MOVIE ('Shaft: Cop Killer')	Sun. 8:30-10:00	11	78
POLICE SURGEON	Sat. 7:30- 8:00	10	75
PIG 'N' WHISTLE	Mon. 10:00-10:30	10	76
+ JACQUES COUSTEAU SPECIAL ('Beneath The Frozen World')	Fri. 7:00- 8:00	10	88
ANOTHER WORLD	M-F 3:00- 3:30	9	87
+ UNTAMED WORLD	Sun. 5:00- 5:30	9	83
+ IAN TYSON	Thu. 10:00-10:30	8	74
WIDE WORLD OF SPORTS	Sat. 4:00- 5:30	8	77
W5	Sun. 10:00-11:00	7	74
+ BANJO PARLOUR	Sat. 7:00- 7:30	7	71
CTV NATIONAL NEWS	S-S 11:00-11:20	7	81
+ HEADLINE HUNTERS	Tue. 7:00- 7:30	6	79
SOMERSET	M-F 2:30- 3:00	6	84
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	5	83
ANYTHING YOU CAN DO	M-F 4:00- 4:30	4	71
+ TARGET THE IMPOSSIBLE	Thu. 10:30-11:00	3	\$
+ SPORTS BEAT '74	Wed. 10:30-11:00	2	\$

- * Re-scheduled in some areas (in the case of multi-day programs, on one occasion)
+ Not carried (on this day and at this time) on all CTV stations
\$ Sample too small for reliable reporting of enjoyment level

DAY/TIME/DATE	PROGRAM	PER CENT VIEWING	INDEX OF ENJOYMENT
Sun. Jan. 1, 1967 9:00-10:00 pm	'History Test'	23	78
Sun. Nov. 24, 1968 9:00-10:00 pm	'Physical Fitness Test'	30	81
Thurs. Feb. 26, 1970 10:00-11:00 pm	'Crime Test'	27	84
Sun. March 14, 1971 8:00-9:00 pm	'Travel Test'	21	79
Fri. Dec. 17, 1971 9:00-10:00 pm	'Sports Test'	11	73
Thurs. March 23, 1972 8:00-9:00 pm	'Income Tax Test'	18	75
Thurs. Feb. 8, 1973 8:00-9:00 pm	'Money Test'	18	75
Fri. Mar. 23, 1973 8:00-9:00 pm	'Income Tax Test'	13	67
Tues. Feb. 26, 1974 8:30-9:30 pm	'Consumers Test'	14	75

- With viewing down slightly from its usual 9-10 per cent level of the past two months, UP CANADA (Tuesday, 10:00- , 10:30 pm) this week drew an 8 per cent audience. Nor, with an enjoyment index of 58, was Tuesday's program - reporting on various Canadian newspapers - quite as well received as most 'Up Canada' broadcasts (average index to date, 64).

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: FEBRUARY 22-28, 1974

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 22nd	7:00- 7:30	Local Programming	10	+ JACQUES COUSTEAU SPECIAL ('Beneath The Frozen World')
	7:30- 8:00	Not Complete Network		
	8:00- 8:30	ALL IN THE FAMILY (Repeat)	35	FRIDAY NIGHT MOVIE ('Hitchhike')
	8:30- 9:00	MASH	25	
	9:00- 9:30	TOMMY HUNTER	17	
	9:30-10:00			Not Complete Network
	10:00-10:30	Not Complete Network	19	'JOHNNY CASH'S COUNTRY MUSIC'
	10:30-11:00			
SUN 24th	7:00- 7:30	TO THE WILD COUNTRY: 'The Great Canadian Southwest'	17	11 + THE BRADY BUNCH
	7:30- 8:00			20 SONNY AND CHER
	8:00- 8:30	THE WALTONS	26	11 + CTV SUNDAY NIGHT MOVIE ('Shaft: Cop Killer')
	8:30- 9:00			
	9:00- 9:30	THE WAYNE AND SHUSTER COMEDY SPECIAL	27	
	9:30-10:00			8 W5
	10:00-10:30	MARKETPLACE	12	
	10:30-11:00	'BRITAIN: THE CRISIS ELECTION'	#	
MON 25th	7:00- 7:30	Local Programming	15	+ THE ROOKIES
	7:30- 8:00	Not Complete Network		
	8:00- 8:30	THE PARTRIDGE FAMILY	20	16 + KUNG FU
	8:30- 9:00	CANNON	22	
	9:00- 9:30			16 MEDICAL CENTRE
	9:30-10:00	THIS IS THE LAW	17	11 FIG 'N' WHISTLE
	10:00-10:30	IMAGES OF CANADA: 'The Magic Circle, New France' (Repeat)	9	
	10:30-11:00			Not Complete Network
TUE 26th	7:00- 7:30	Local Programming	7	+ HEADLINE HUNTERS
	7:30- 8:00			13 CTV TUESDAY NIGHT MOVIE ('Banacek: Ten Thousand Dollars A Page')
	8:00- 8:30	MARY TYLER MOORE	17	
	8:30- 9:00	'CANADIAN CONSUMERS TEST'	13	
	9:00- 9:30			16 MARCUS WELBY, M.D.
	9:30-10:00	FRONT PAGE CHALLENGE	15	
	10:00-10:30	UP CANADA	7	23 KOJACK
	10:30-11:00	SOME HONOURABLE MEMBERS	4	
S-S	11:00-11:20	# CBC NEWS	12	7 CTV NEWS

Broadcast 12:00-12:21 am AST in the Atlantic regions on Thursday

+ Not carried (on this day and at this time) on all CTV stations

Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday, Wednesday, and Thursday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday, Wednesday and Thursday data in this table.

- Following this at 10:30-11:00 pm, SOME HONOURABLE MEMBERS also drew a smaller-than-usual audience - 4 per cent as against recent audiences of 6-7 per cent. Guests on this occasion were M.P.'s John Harney, Herb Breau and Flora MacDonald. The three talked of their contacts with constituents during the Parliamentary recess and of what they are expecting of the upcoming session of Parliament. At 68, the enjoyment index equalled the enjoyment norm for the series to date.
- Titled 'A Visit With Italo', this week's program in the THIS LAND series (Wednesday, 8:00-8:30 pm) focused on Italo Felice, an Italian who, some sixteen years ago, left his homeland for a new life in Canada. The program traced his successful career in the construction industry and talked with him about his adjustment to the Canadian way of life. At 7 per cent, the audience was somewhat smaller than 'This Land' audiences of the past few weeks (9 per cent) and with an enjoyment index of 73, the broadcast was one of the least enjoyed of the normally highly acclaimed series (average index 80).
- This week's guests on IT'S A MUSICAL WORLD (Wednesday, 8:30-9:00 pm) were fiddler Roy Warhurst and the Chinese Traditional Ribbon Dancers. With a 10 per cent audience, the program rated an enjoyment index of 77 - an overall performance not significantly different from that of last week's edition which, with a 9 per cent audience, rated an index of 79.
- The MUSICAMERA series of Wednesday night music specials this week ended with a (9:00-10:00 pm) musical salute to Victor Herbert. Titled 'The World Of Victor Herbert', the broadcast featured music from some of the composer's best-loved operettas including 'Naughty Marietta', 'The Red Mill', 'Eileen', 'Sweethearts', and 'The Fortune Teller'. Starring was soprano Barbara Shuttleworth. The size of the audience was 9 per cent - one of the biggest for the 'Musicamera' series though short of the peak 13 per cent audience recorded for the January 2 telecast of 'Sleeping Beauty'. At 80, the enjoyment index for 'The World Of Victor Herbert' about equalled the series' peak index of 82 for 'Les Feux Follets'. The complete 'Musicamera' audience record:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Nov. 28 9:00-10:00 pm	'Royal Anniversary' - NAC Orchestra at Bath Festival	6	66
Dec. 5 9:00-10:00 pm	'Prize Winners '73' - winners of the CBC Talent Festival in concert	5	62

continued...

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Dec. 19 9:00-10:00 pm	'A Joyful Noise' - Maureen Forrester, Gene Lees and St. Michael's School Choir	7	75
Dec. 26 9:00-10:00 pm	'Les Feux Follets' - dance ensemble plus folksingers Edith Butler and Bill Hosie	9	82
Jan. 2 8:30-10:00 pm	'Sleeping Beauty' - repeat featuring Rudolf Nureyev, Veronica Tennant and the National Ballet	13	73
Jan. 9 9:00-10:00 pm	'Music Of Mexico' - music documentary on customs and music of Mexico	8	69
Jan. 16 9:30-10:30 pm	'Tour En L'Air' - Anna Marie and David Holmes	6	66
Jan. 30 9:00-10:00 pm	'Maid As Mistress' - English version of Pergolesi's chamber opera 'La Serva Padrona'	6	48
Feb. 6 8:30-11:00 pm	'Macbeth' - opera by Verdi in original Italian	7	53
Feb. 13 9:00-10:30 pm	'Pagliacci'	6	64
Feb. 20 9:00-10:00 pm	'Music In Our Time' (Glenn Gould)	5	45
Feb. 27 9:00-10:00	'The World Of Victor Herbert'	9	80

- On Thursday evening, the regular 'Carol Burnett' was pre-empted by a rock opera-musical-variety titled JACK - A FLASH FANTASY. The program, shown at 8:00-9:00 pm in all areas except Alberta where it ran from 10:00 pm, featured music ranging from 1940's musical comedy to contemporary rock. The audience, at 7 per cent, was about one-third as big as the usual audience to 'Carol Burnett'; the enjoyment index of 44, the lowest for any network program - CBC or CTV - this week.

- Thursday's THE PLAY'S THE THING this week ran in its usual 9:00-10:00 pm slot (on the metronet and on some affiliate stations) in all areas except Manitoba and Saskatchewan where it was re-scheduled to 10:00 pm. Viewing, up slightly from recent 'Play's The Thing' levels of 5-6 per cent, was at the 7 per cent mark. The attraction was Margaret Atwood's 'The Servant Girl', a murder mystery written from the murderer's point of view and based on an actual murder case. Stars were Lisa Granik, John Bayliss, Gordon Thomson and Diana Barrington. The broadcast rated an audience enjoyment index of 64 - about midway between the highest (73) and the lowest (51) levels of enjoyment recorded for the series to date.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/74/16

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MARCH 1-7, 1974

THIS WEEK

Special network programming this week included coverage of the 'ACTRA Awards' presentations and the recent 'Canadian Ski Championships' competitions, the documentaries 'Canada Tomorrow', 'Children Of Our Time' and 'Seton's Manitoba' and nightly reports from London (Ontario) on the Canadian Curling Championships. The week also marked the debut of 'The National Dream'.

Regular CBC programs pre-empted throughout the country this week included 'Canadian Film Makers', 'World Of Music', 'Marketplace', 'Ombudsman', 'Front Page Challenge', 'Up Canada', and 'Some Honourable Members'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: MARCH 1-7, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY	Fri. 8:00- 8:30	35	85
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	31	86
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:30	30	74
THE NATIONAL DREAM: 'The Great Lone Land'	Sun. 9:00-10:00	28	84
MASH	Fri. 8:30- 9:00	27	81
THE WALTONS	Sun. 7:30- 8:30	27	87
CAROL BURNETT	Thu. 8:00- 9:00	26	74
CANNON (Repeat)	Mon. 8:30- 9:30	21	77
POLICE STORY	Tue. 8:30- 9:30	19	75
TOMMY HUNTER	Fri. 9:00-10:00	18	77
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	18	73
'CHILDREN OF OUR TIME'	Sun. 10:00-11:00	17	78
THE BEACHCOMBERS	Sun. 7:00- 7:30	16	69
MARY TYLER MOORE (Repeat)	Tue. 8:00- 8:30	16	72
THIS IS THE LAW	Mon. 9:30-10:00	16	74
DICK VAN DYKE	Sun. 8:30- 9:00	14	67
CBC NATIONAL NEWS	S-S 11:00-11:21	13	82
EDGE OF NIGHT	M-F 3:30- 4:00	11	82
IT'S A MUSICAL WORLD	Wed. 8:30- 9:00	10	83
'CANADA TOMORROW'	Tue. 9:30-11:00	10	78
THIS LAND	Wed. 8:00- 8:30	9	85
△+ SINGALONG JUBILEE	Sat. 10:30-11:00	9	64
'SETON'S MANITOBA'	Wed. 9:00-10:00	9	83
IMAGES OF CANADA: 'Ties That Bind - The Maritime Provinces' (Repeat)	Mon. 10:00-11:00	9	68
WEST	Wed. 10:00-10:30	8	75
COUNTRYTIME	Wed. 10:30-11:00	8	77
FAMILY COURT	M-F 4:00- 4:30	7	75
TAKE THIRTY	M-F 3:00- 3:30	4	78
+ CANADIAN COLLEGE SPORTS	Sat. 2:00- 4:04	4	83
COUNTRY CANADA	Sun. 1:30- 2:00	3	74
‡ PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	\$
NATION'S BUSINESS (Progressive Conservative Party')	Sun. 11:15-11:21	3	\$
ARTS '74	Sun. 4:30- 5:00	2	\$
MUSIC TO SEE (Repeat)	Sun. 5:00- 5:30	2	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

△ Joined in progress at 10:49 pm in the Montreal region

‡ Pre-empted in Nova Scotia

\$ Sample too small for reliable reporting of enjoyment level

and social welfare of such children. With a substantial 86 per cent of those who watched the program rating it one they had enjoyed either 'very much' or 'quite a bit', the index of enjoyment for the audience as a whole was 78. The size of the audience was 17 per cent - about equal to the usual (10:00-10:30 pm) audience to 'Marketplace' and bigger than the recent average 'Ombudsman' audience of 10-11 per cent.

- Monday's third program of the six-part IMAGES OF CANADA series (10:00-11:00 pm) was 'Ties That Bind', a repeat of last season's documentary on the Maritime Provinces. The audience, unchanged in size from the week before, was 9 per cent; the index of enjoyment, 68 as against respective indices of 76 and 61 for the series' first and second editions.
- The Tuesday evening schedule this week included a 90-minute special titled CANADA TOMORROW. Broadcast at 9:30-11:00 pm, it had historians Arnold Toynbee and Donald Creighton, philosopher George Grant, economists Eric Kierans and Arthur Cordell and a cross-section of people from across the country predict Canada's future problems in terms of energy and food supply and over-population. Generally rated by those who watched it as a timely, informative and thought-provoking broadcast, it rated an enjoyment index of 78. The audience, at 10 per cent, was in line with usual Tuesday, 10:00-10:30 pm audiences to the pre-empted 'Up Canada' but smaller than recent (15-16 per cent) audiences to the also displaced 'Front Page Challenge'.
- At 8:00-8:30 pm on Wednesday, THIS LAND presented 'Return Of A River' - the story of the near-destruction and eventual restoration of one of British Columbia's most valuable salmon streams. Like the majority of 'This Land' programs, this one was very well received (index 85) by those who watched it. The audience, at 9 per cent, was the same size as those attracted to most 'This Land' programs in recent weeks and somewhat bigger than the series' earlier audiences of about 7 per cent.
- Guests of Tommy Common on this week's IT'S A MUSICAL WORLD (Wednesday, 8:30-9:00 pm) were Australian singer Rolf Harris and the Greek dancing group 'Philoptychos'. With viewing at an about-average 'Musical World' level of 10 per cent, the broadcast rated an audience enjoyment index of 83 - the same high level of enjoyment attained by the series' debut program and slightly higher than the 77-79 indices of the two other editions.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: MARCH 1-7, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE (Repeat)	Thu. 7:30- 8:00	19	77
THE IRISH ROVERS	Fri. 7:30- 8:00	15	86
GILLIGAN'S ISLAND	M-F 5:30- 6:00	14	74
LOTSA LUCK	Mon. 7:30- 8:00	11	80
HYMN SING	Sun. 5:30- 6:00	9	85
THE PLAY'S THE THING ('Roundelay')	Thu. 9:00-10:00	8	58
WORLD AT WAR	Fri. 10:00-11:00	7	71
CANADIAN SKI CHAMPIONSHIPS: CAN-AM FINALS	Sun. 2:30- 4:00	5	78
△ CBC CURLING CLASSIC	Sat. 4:00- 5:00	5	79
* 'ACTRA AWARDS'	Sat. 11:35- 1:22 am	4	54
TAKE SIXTY	Thu. 10:00-11:00	4	77
HOWIE MEEKER HOCKEY SCHOOL	Wed. 7:30- 7:45	4	72
* MUSIC MACHINE	Sat. 6:30- 7:00	3	64
MR. CHIPS	Wed. 7:45- 8:00	3	67
¢ JULIETTE AND FRIENDS	M-F 2:00- 2:30	3	74
VIEWPOINT	M-F 11:22-11:29	3	75
* UPDATE	Sat. 6:00- 6:30	3	\$
BRIER REPORTS	Thu. 11:45-12:05 am	2	\$
BRIER REPORTS	Wed. 11:45-12:05 am	2	\$
* REPLAY	Sat. 7:30- 8:00	2	\$
YOUTH CONFRONTATION	Sun. 4:00- 4:30	2	\$
BRIER REPORTS	Tue. 11:45-12:05 am	2	\$
ADIEU ALOUETTE (Repeat)	Sun. 2:00- 2:30	1	\$
BRIER REPORTS	Mon. 11:45-12:05 am	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	17	85
<u>CTV PROGRAMS</u>			
□ ‡ HOCKEY - NHL	Wed. 6:30- 9:14	25	74
KOJACK	Tue. 10:00-11:00	18	82
THE STREETS OF SAN FRANCISCO	Thu. 9:00-10:00	18	81
SONNY AND CHER	Sun. 7:30- 8:30	17	73
CTV TUESDAY NIGHT MOVIE ('The Snoop Sisters - The Devil Made Me Do It')	Tue. 7:30- 9:00	16	77
ACADEMY PERFORMANCE ('Change Of Habit') (Repeat)	Sat. 8:00-10:00	16	82
MEDICAL CENTER	Mon. 9:30-10:30	15	82
IRONSIDE	Thu. 8:00- 9:00	15	79
+ THE ROOKIES	Mon. 7:00- 8:00	14	83
+ SANFORD AND SON	Thu. 7:30- 8:00	13	89
+ THE BRADY BUNCH	Sun. 7:00- 7:30	13	78
FRIDAY NIGHT MOVIE ('Houston, We've Got A Problem')	Fri. 8:00- 9:30	12	73
POLICE SURGEON	Sat. 7:30- 8:00	11	76
+ F.B.I.	Fri. 10:00-11:00	11	74
+ CTV SUNDAY NIGHT MOVIE ('Hawkins: Candidate For Murder')	Sun. 8:30-10:00	11	77
+ UNTAMED WORLD	Sun. 5:00- 5:30	9	83
¢ ANOTHER WORLD	M-F 3:00- 3:30	9	88
WIDE WORLD OF SPORTS	Sat. 4:00- 5:30	9	78
+ GIRL WITH SOMETHING EXTRA	Thu. 7:00- 7:30	8	74
+ IAN TYSON	Thu. 10:00-10:30	8	70
# CTV NATIONAL NEWS	S-S 11:00-11:20	7	80
+ HEADLINE HUNTERS	Tue. 7:00- 7:30	7	81
+ BANJO PARLOUR	Sat. 7:00- 7:30	6	68
★ SOMERSET	M-F 2:30- 3:00	6	83
★ ¢ WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	6	82
★ ¢ ANYTHING YOU CAN DO	M-F 4:00- 4:30	5	73
+ STARLOST (Repeat)	Fri. 7:00- 8:00	3	57
+ TARGET THE IMPOSSIBLE	Thu. 10:30-11:00	3	\$
+ SPORTS BEAT '74	Wed. 10:45-11:15	2	\$

- △ Joined in progress at 4:05 pm EST in Newfoundland, Quebec and Ontario
 * Re-scheduled in some areas (in the case of multi-day programs, on one occasion)
 ¢ Pre-empted in some areas on one occasion
 □ Joined in progress at 7:00 pm EST on CFTO (Toronto)
 ‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)
 + Not carried (on this day and at this time) on all CTV stations
 # Broadcast at 11:16-11:36 pm on Wednesday
 ★ Pre-empted on Thursday
 \$ Sample too small for reliable reporting of enjoyment level

- . Immediately preceding 'West', at 9:00-10:00 pm, the network presented SETON'S MANITOBA, a visit to the land so frequently described in the writings of author-naturalist Ernest Thompson Seton. Included were scenes of actor Danny Koren reciting Seton prose while wandering through Manitoba's Carberry Hills area. With viewing at the 9 per cent level, the broadcast rated an audience enjoyment index of 83 - typical of the high level of enjoyment attained by most special programs featuring scenes of the Canadian outdoors or wild-life.
- . The NFB's WEST series (Wednesday, 10:00-10:30 pm) this week visited a fishing camp 'On The Shores Of Lac La Ronge 600 Miles North Of Regina'. The camp, operated by Van Bliss and featuring native Indian guides, is a popular vacation spot of avid American fisherman. With a fairly typical 'West' audience of 8 per cent, the broadcast rated an enjoyment index of 75 - one of the higher ones for the series whose indices to date have ranged from 58 to 80 for an average index of 69.
- . This week's program in THE PLAY'S THE THING drama series (Thursday, 9:00-10:00 pm on the metronet and on some CBC affiliate stations) was 'Roundelay' - a comedy by Pierre Berton about a man who becomes involved with a company that advertises 'unusual' experiences. Wally Martin starred as the fun-seeking customer; Jean Christopher, as the company's receptionist. The audience - somewhat above average for the series - was 8 per cent; the index of enjoyment, 58 as against a 'Play's The Thing' enjoyment norm of 61.
- . Making its first appearance in six weeks, the Thursday TAKE 30/60 series (10:00-11:00 pm on the metronet and on some affiliate stations) this week drew an audience of 4 per cent as against January audiences of 5-6 per cent. The magazine show featured discussions on the Saudi Arabian oil situation, the folding of 'Success Magazine', the Garrison project, marriage contracts and the 'Flat Earth Society'. As a whole it rated an enjoyment index of 77 - about average for the 'Take 30/60' series.
- . Maintaining its increased viewing level of the last two months, THE WORLD AT WAR (Friday, 10:00-11:00 pm on the metronet and on some affiliate stations) this week drew a 7 per cent audience. However, Friday's program - 'Nemesis - Germany, February-May 1945' - was the second successive instalment of the usually much enjoyed World War II series to be only moderately well received by those who watched it - index of enjoyment on this occasion 71 as against a series' enjoyment norm of 77.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MARCH 1-7, 1974

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
FRI 1st	7:00- 7:30	Local Programming	3	+ STARLOST (Repeat)	
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	ALL IN THE FAMILY	35	13	FRIDAY NIGHT MOVIE ('Houston, We've Got A Problem')
	8:30- 9:00	MASH	26		
	9:00- 9:30	TOMMY HUNTER	17	Not Complete Network	
	9:30-10:00				
	10:00-10:30	Not Complete Network	11	F.B.I.	
	10:30-11:00				
SUN 3rd	7:00- 7:30	THE BEACHCOMBERS	15	13	+ THE BRADY BUNCH
	7:30- 8:00	THE WALTONS	26	18	SONNY AND CHER
	8:00- 8:30	DICK VAN DYKE	13	11	CTV SUNDAY NIGHT MOVIE ('Hawkins: Candidate For Murder')
	8:30- 9:00				
	9:00- 9:30	THE NATIONAL DREAM: 'The Great Lone Land'	28		
	9:30-10:00	'CHILDREN OF OUR TIME'	17	#	THE HUMAN JOURNEY: 'The Learning Process' (Repeat)
	10:00-10:30				
10:30-11:00					
MON 4th	7:00- 7:30	Local Programming	15	+ THE ROOKIES	
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	THE PARTRIDGE FAMILY	17	#	'MISS TEEN CANADA PAGEANT'
	8:30- 9:00	CANNON (Repeat)	19		
	9:00- 9:30	THIS IS THE LAW	15	16	MEDICAL CENTRE
	9:30-10:00				
	10:00-10:30	IMAGES OF CANADA: 'Ties That Bind - The Maritime Provinces' (Repeat)	8	Not Complete Network	
	10:30-11:00				
TUE 5th	7:00- 7:30	Local Programming	7	+ HEADLINE HUNTERS	
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	MARY TYLER MOORE (Repeat)	15	17	CTV TUESDAY NIGHT MOVIE ('The Snoop Sisters - The Devil Made Me Do It')
	8:30- 9:00	POLICE STORY	18		
	9:00- 9:30	'CANADA TOMORROW'	9	#	'REALLY RACHEL' (Raquel Welch)
	9:30-10:00				
	10:00-10:30		19	KOJACK	
10:30-11:00					
THU 7th	7:00- 7:30	Local Programming	9	+ GIRL WITH SOMETHING EXTRA	
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	CAROL BURNETT	25	15	IRONSIDE
	8:30- 9:00	Not Complete Network	19	THE STREETS OF SAN FRANCISCO	
	9:00- 9:30				
	9:30-10:00	8	+ IAN TYSON		
	10:00-10:30				
	10:30-11:00	3	+ TARGET THE IMPOSSIBLE		
S - S	11:00-11:20	CBC NEWS	13	7	CTV NEWS

† Broadcast 11:16-11:36 pm on Wednesday
 + Not carried (on this day and at this time) on all CTV stations
 # Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

A CBC RESEARCH REPORT

TV/74/17

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MARCH 8-14, 1974

THIS WEEK

In addition to regular programming the network this week presented the documentary 'Railroads East, Railroads West' and two programs covering the 'Canadian Curling Championships'.

Regular CBC programs pre-empted throughout the country this week included 'Canadian College Sports' and 'Singalong Jubilee'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- On Sunday at 9:00-10:00 pm, the second program in THE NATIONAL DREAM attracted a 25 per cent audience - down 3 percentage points from the audience reached by the series' debut but still ranking the program one of the top audience attractions of the week. (Incidentally, if the Atlantic provinces - which on this second occasion got the wrong feed for the first ten minutes - are excluded, the audiences to the first and second instalments remain the same at 28 and 25 per cent respectively.) In line with audience reaction to the introductory program, Sunday's 'The Pacific Scandal' was much enjoyed by its audience as a whole (index 82 as against an original index of 84) and was particularly well received by older viewers, the index of enjoyment for the 50 and over age group, on this occasion, being 88 and for 18-49 year olds, 80.
- Following this on Sunday at 10:00-10:30 pm, MARKETPLACE featured a report on transportation. This drew a 13 per cent audience - equal to the audience to the last 'Marketplace' program two weeks before but, again, significantly smaller than audiences in the 16-18 per cent range the series had on the four preceding occasions. However, in those areas where both were fully available, 'Marketplace' this week maintained a substantial (3:2) audience advantage over the opposing 'W5'. The audience enjoyment index of Sunday's 'Marketplace' was 77 - within the 75-86 index range of preceding editions.
- Nor did OMBUDSMAN, which followed at 10:30-11:00 pm, draw its usual audience this week. Also running against 'W5', it drew a national audience of 8 per cent as against recent audiences of 10-11 per cent. And, in the common CBC-CTV coverage area, the bi-weekly CBC program this week was marginally outdrawn by the CTV broadcast. Sunday's 'Ombudsman' investigated the case of Joe Jamieson who, with other residents of the Whitedog Indian Reserve, claims to have lost his livelihood as a direct result of the flooding of the area by Ontario Hydro. At 75, the audience enjoyment index was about average for the series which on its four earlier appearances rated indices ranging from 67 to 86.
- At 10:00-11:00 pm on Monday IMAGES OF CANADA presented its fourth repeat from last season. This one, 'Peace, Order and Prosperity' traced the history and development of Upper Canada up to the turn of the 20th century. With audience enjoyment down somewhat from its first showing, the broadcast on this occasion rated an index of 68 - equal to the index for last week's program on the Maritime provinces and mid-way between the 76 and 61 indices of the two earlier repeat programs. The 8 per cent audience to Monday's broadcast indicated a further decline in viewing of the series which had a first-week audience of 11 per cent.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: MARCH 8-14, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY	Fri. 8:00- 8:30	37	84
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:46	34	81
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	29	81
THE WALTONS	Sun. 7:30- 8:30	29	88
MASH (Repeat)	Fri. 8:30- 9:00	27	79
THE NATIONAL DREAM: 'The Pacific Scandal'	Sun. 9:00-10:00	25	82
CANNON	Mon. 8:30- 9:30	24	80
CAROL BURNETT	Thu. 8:00- 9:00	22	72
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	21	77
TOMMY HUNTER	Fri. 9:00-10:00	19	81
'RAILROADS EAST, RAILROADS WEST'	Wed. 9:00-10:00	18	82
THE BEACHCOMBERS	Sun. 7:00- 7:30	18	69
POLICE STORY	Tue. 8:30- 9:30	18	77
THIS IS THE LAW	Mon. 9:30-10:00	17	74
MARY TYLER MOORE (Repeat)	Tue. 8:00- 8:30	17	75
DICK VAN DYKE	Sun. 8:30- 9:00	15	69
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	15	82
CBC NATIONAL NEWS	S-S 11:00-11:21	13	82
IT'S A MUSICAL WORLD	Wed. 8:30- 9:00	13	81
MARKETPLACE	Sun. 10:00-10:30	13	77
THIS LAND	Wed. 8:00- 8:30	11	85
EDGE OF NIGHT	M-F 3:30- 4:00	11	82
+ CANADIAN CURLING CHAMPIONSHIPS	Sat. 2:00- 4:31	8	84
WEST	Wed. 10:00-10:30	8	71
IMAGES OF CANADA: 'Peace, Order And Prosperity - Upper Canada' (Repeat)	Mon. 10:00-11:00	8	68
UP CANADA	Tue. 10:00-10:30	8	71
OMBUDSMAN	Sun. 10:30-11:00	8	75
COUNTRYTIME	Wed. 10:30-11:00	7	76
FAMILY COURT	M-F 4:00- 4:30	7	74
SOME HONOURABLE MEMBERS	Tue. 10:30-11:00	5	76
TAKE THIRTY	M-F 3:00- 3:30	4	76
COUNTRY CANADA	Sun. 1:30- 2:00	3	74
MUSIC TO SEE (Repeat)	Sun. 5:00- 5:30	3	\$
+ PROVINCIAL AFFAIRS	Sat. 11:15-11:21	2	\$
NATION'S BUSINESS (New Democratic Party)	Sun. 11:15-11:21	2	\$
MUSIC MACHINE	Wed. 4:30- 5:00	2	\$
ARTS '74	Sun. 4:30- 5:00	2	\$
+ SPORTSWEEK	Sat. 4:32- 5:00	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

‡ Pre-empted in Nova Scotia

\$ Sample too small for reliable reporting of enjoyment level

- Tuesday's program in the UP CANADA series (10:00-10:30 pm) dealt with Canadian immigration policy as it applies to non-whites. Those commenting included Immigration Minister Robert Andras. Viewing, unchanged from the series' last appearance two weeks before but short of the usual 'Up Canada' viewing level of 9-10 per cent, was at the 8 per cent mark. The index of enjoyment of 71 was one of the highest for the series to date.
- Following this at 10:30-11:00 pm SOME HONOURABLE MEMBERS also had one of its more favourable audience receptions. With the main topic of conversation being spiraling food prices, the broadcast (featuring MP'S Jack Cullen, Grace MacInnis and James McGrath) rated an enjoyment index of 76 as against a series' average index of 68. The size of the audience was 5 per cent - somewhat smaller than most January and February 'Honourable Members' audiences of 6-7 per cent.
- In place of its usual Wednesday 'Hockey' broadcast, the CTV network this week, for the second time this season, presented the movie 'Funny Girl'. Though much enjoyed (index 82) by those who watched it, the Barbra Streisand film on this occasion drew a national audience of just 18 per cent as against an average 'CTV Hockey' audience of 27 per cent - a fact undoubtedly responsible, at least in part, for this week's marked increase in viewing of CBC Wednesday night programming.
- At 8:00-8:30 pm THIS LAND, which in the past five weeks has maintained a weekly audience of about 9 per cent, this week drew an 11 per cent audience to a program about 'Avalanches'. Typical of the series in general, the broadcast - about the danger and control of avalanches in the Rocky Mountains - was very well received with an audience enjoyment index of 85.
- Immediately following this, at 8:30-9:00 pm, the fifth IT'S A MUSICAL WORLD program drew a 13 per cent audience - the biggest for the series since its debut. And, with an enjoyment index of 81, Wednesday's broadcast was as well received as preceding editions of the much enjoyed music series. Featured guest on this occasion was singer 'Juliette'.
- The subject of the RAILROADS EAST, RAILROADS WEST special which followed at 9:00-10:00 pm was, of course, train travel - as it was in the golden days of passenger trains and how it is today. Viewers followed Larry Solway on an investigative rail journey from Halifax to Vancouver. Though much enjoyed by the audience as a whole (index 82), the broadcast, as might be expected, was particularly well received by older viewers, the enjoyment index for the 50-plus age group being 87. Typically, those who watched 'Railroads East, Railroads West'

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: MARCH 8-14, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE (Repeat)	Thu. 7:30- 8:00	18	74
THE IRISH ROVERS	Fri. 7:30- 8:00	17	88
GILLIGAN'S ISLAND	M-F 5:30- 6:00	14	77
LOTS A LUCK	Mon. 7:30- 8:00	14	78
HYMN SING	Sun. 5:30- 6:00	9	84
WORLD AT WAR	Fri. 10:00-11:00	7	74
THE PLAY'S THE THING ('The Roncarelli Affair')	Thu. 9:00-10:00	5	74
TAKE THIRTY	Thu. 10:00-10:30	4	77
HOWIE MEEKR HOCKEY SCHOOL	Wed. 7:30- 7:45	4	76
MR. CHIPS	Wed. 7:45- 8:00	3	73
* MUSIC MACHINE	Sat. 6:30- 7:00	3	61
VIEWPOINT	M-F 11:22-11:29	3	73
JULIETTE AND FRIENDS	M-F 2:00- 2:30	3	72
BRIER REPORTS	Fri. 11:45-12:05 am	3	82
* UPDATE	Sat. 6:00- 6:30	3	75
CBC NEWSMAGAZINE	Thu. 10:30-11:00	3	\$
YOUTH CONFRONTATION	Sun. 4:00- 4:30	3	\$
* REPLAY	Sat. 7:30- 8:00	2	\$
ADIEU ALOUETTE	Sun. 2:00- 2:30	1	\$
WORLD OF MUSIC	Sun. 3:00- 4:00	1	\$
CANADIAN FILM MAKERS	Sun. 2:30- 3:00	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	17	80
<u>CTV PROGRAMS</u>			
KOJACK (Repeat)	Tue. 10:00-11:00	22	81
THE STREETS OF SAN FRANCISCO	Thu. 9:00-10:00	21	82
IRONSIDE	Thu. 8:00- 9:00	19	81
* WEDNESDAY NIGHT MOVIE ('Funny Girl') (Repeat)	Wed. 8:00-11:00	18	82
MARCUS WELBY, M.D.	Tue. 9:00-10:00	17	79
SONNY AND CHER	Sun. 7:30- 8:30	17	71
ACADEMY PERFORMANCE ('Bob And Carol And Ted And Alice')	Sat. 8:00-10:00	16	63
MEDICAL CENTER	Mon. 9:00-10:00	16	83
+ SANFORD AND SON	Thu. 7:30- 8:00	15	86
+ F.B.I.	Fri. 10:00-11:00	14	74
+ CTV SUNDAY NIGHT MOVIE ('Shaft: The Capricorn Murders')	Sun. 8:30-10:00	14	75
CTV TUESDAY NIGHT MOVIE ('Banacek: Now You See Me, Now You Don't')	Tue. 7:30- 9:00	13	80
+ KUNG FU	Mon. 8:00- 9:00	13	80
FRIDAY NIGHT MOVIE ('Faraday And Company: Fire And Ice')	Fri. 8:00- 9:30	12	73
WIDE WORLD OF SPORTS	Sat. 4:00- 5:30	11	81
PIG 'N' WHISTLE	Mon. 10:00-10:30	10	71
+ UNTAMED WORLD	Sun. 5:00- 5:30	10	83
ANOTHER WORLD	M-F 3:00- 3:30	9	89
+ GIRL WITH SOMETHING EXTRA	Thu. 7:00- 7:30	9	72
+ IAN TYSON	Thu. 10:00-10:30	9	69
W5	Sun. 10:00-11:00	7	76
CTV NATIONAL NEWS	S-S 11:00-11:20	7	80
+ HEADLINE HUNTERS	Tue. 7:00- 7:30	7	83
SOMERSET	M-F 2:30- 3:00	6	85
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	5	84
ANYTHING YOU CAN DO	M-F 4:00- 4:30	5	70
+ STARLOST (Repeat)	Fri. 7:00- 8:00	4	56
+ TARGET THE IMPOSSIBLE	Thu. 10:30-11:00	3	78

* Re-scheduled in some areas

+ Not carried (on this day and at this time) on all CTV stations

‡ Joined in progress at 4:46 pm EST in the East

\$ Sample too small for reliable reporting of enjoyment level

were much impressed by its scenes of the Canadian countryside but, in addition, they specially enjoyed Solway's conversations with his fellow passengers. The size of the audience was 18 per cent - a specially big one for a Wednesday at 9:00 pm program this season.

- Then, at 10:00-10:30 pm on Wednesday the NFB's WEST series drew its usual audience of 8 per cent. This week's edition, 'The Jews Of Winnipeg', traced the history of that city's unique Jewish community. With overall audience reaction being moderately favourable, the broadcast rated an enjoyment index of 71 - about mid-way between the high and low for the series. The audience record to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Dec. 19	'I Don't Have To Work That Big' (sculptor Joe Fafard)	6	73
Dec. 26	'Catskiner Keen' (self-made millionaire Bob Keen)	8	71
Jan. 2	'Starblanket' (Indian chief Noel Starblanket)	9	63
Jan. 9	'Every Saturday Night' (musical groups created in Alberta during depression years)	9	80
Jan. 16	'Ruth and Harriet - Two Women Of The Peace' (Frontier women from Peace River district)	11	67
Jan. 30	'Some Natives Of Churchill'	10	69
Feb. 20	'Cavendish Country' (song-writer Cal Cavendish)	7	58
Mar. 6	'On The Shores Of Lac La Ronge....' (fishing camp)	8	75
Mar. 13	'The Jews Of Winnipeg'	8	71

- Broadcast in its usual Thursday, 9:00-10:00 pm slot on the metronet and on some CBC affiliated stations, THE PLAY'S THE THING this week drew a 5 per cent audience - one of the smaller ones for the series which in the last two weeks has attracted an audience of 7-8 per cent. However, with an index of enjoy-

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MARCH 8-14, 1974

WEEK: MARCH 6-14, 1974				
DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 8th	7:00- 7:30	Local Programming		4 + STARLOST (Repeat)
	7:30- 8:00	Not Complete Network		
	8:00- 8:30	ALL IN THE FAMILY	37	12 FRIDAY NIGHT MOVIE ('Faraday And Company: Fire And Ice')
	8:30- 9:00	MASH (Repeat)	27	
	9:00- 9:30	TOMMY HUNTER	18	
	9:30-10:00			Not Complete Network
	10:00-10:30			14 F.B.I.
	10:30-11:00	Not Complete Network		
SUN 10th	7:00- 7:30	THE BEACHCOMBERS	17	# 'THE LORAX' (Dr. Seuss Cartoon)
	7:30- 8:00	THE WALTONS	28	17 SONNY & CHER
	8:00- 8:30			
	8:30- 9:00	DICK VAN DYKE	15	14 CTV SUNDAY NIGHT MOVIE ('Shaft: The Capricorn Murders')
	9:00- 9:30	THE NATIONAL DREAM: 'The Pacific Scandal'	24	
	9:30-10:00			
	10:00-10:30	MARKETPLACE	12	8 W5
	10:30-11:00	OMBUDSMAN	7	
MON 11th	7:00- 7:30	Local Programming		# 'MARLO THOMAS AND FRIENDS'
	7:30- 8:00	Not Complete Network		
	8:00- 8:30	THE PARTRIDGE FAMILY	20	14 + KUNG FU
	8:30- 9:00	CANNON	22	16 MEDICAL CENTRE
	9:00- 9:30			
	9:30-10:00	THIS IS THE LAW	16	
	10:00-10:30	IMAGES OF CANADA: 'Peace, Order And Prosperity - Upper Canada' (Repeat)	8	11 FIG 'N' WHISTLE
	10:30-11:00			Not Complete Network
TUE 12th	7:00- 7:30	Local Programming		7 + HEADLINE HUNTERS
	7:30- 8:00			
	8:00- 8:30	MARY TYLER MOORE (Repeat)	16	14 CTV TUESDAY NIGHT MOVIE ('Banacek: Now You See Me, Now You Don't')
	8:30- 9:00	POLICE STORY	17	18 MARCUS WELBY, M.D.
	9:00- 9:30			
	9:30-10:00	FRONT PAGE CHALLENGE	14	
	10:00-10:30	UP CANADA	7	23 KOJACK (Repeat)
	10:30-11:00	SOME HONOURABLE MEMBERS	5	
THU 14th	7:00- 7:30	Local Programming		9 + GIRL WITH SOMETHING EXTRA
	7:30- 8:00	Not Complete Network		15 + SANFORD AND SON
	8:00- 8:30			
	8:30- 9:00	CAROL BURNETT	22	19 IRONSIDE
	9:00- 9:30			22 THE STREETS OF SAN FRANCISCO
	9:30-10:00	Not Complete Network		
	10:00-10:30		9 + IAN TYSON	
	10:30-11:00			3 + TARGET THE IMPOSSIBLE
5-5	11:00-11:20	CBC NEWS	13	7 CTV NEWS

+ Not carried (on this day and at this time) on all CTV stations
Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

ment of 74, Thursday's 'The Roncarelli Affair' was one of the best received 'Play's The Thing' presentations to date (average index 61). Written by lawyer-poet F.R. Scott, (in collaboration with Mavor Moore) the drama-documentary told the story of the author's actual case against the late Premier Duplessis of Quebec for his revoking (in 1946) of the liquor licence of restaurateur Frank Roncarelli who had provided bail for Jehovah's Witnesses charged with evangelizing in the city of Montreal.

- . This week's program in the TAKE 30/60 series was a 30-minute (10:00-10:30 pm on the metronet and on some CBC affiliated stations) look at the problems of crime and violence in a big industrial centre such as Detroit City. With both viewing and audience enjoyment being the same as for last week's hourlong magazine edition and also about average for the series as a whole, the broadcast drew a 4 per cent audience and rated an index of 77.
- . Following this at 10:30-11:00 pm on the metronet and on some CBC affiliate stations, CBC NEWSMAGAZINE made its first appearance in six weeks time. The two-part program included 'Britain: Election Aftermath' and 'Ordeal In Sudbury' - on the inquest into deaths at the Sudbury Hospital. The 3 per cent audience was too small to allow calculation of an index of audience enjoyment.
- . This week's program in THE WORLD AT WAR series (Friday, 10:00-11:00 pm on the metronet and on some affiliate stations) was 'Japan 1941-1945', a recapitulation of Japan's involvement in World War II from Pearl Harbor to VE Day and an account of the defeat of Japan and dropping of the first atomic bomb. With viewing at the 7 per cent level, the broadcast rated an enjoyment index of 74, both measures being about average for the series since the beginning of January.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/74/19

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MARCH 15-21, 1974

THIS WEEK

Special network programming this week included coverage of the 'Canadian Sports Awards' presentations, the musical 'Celebration', the introductory half of 'To The Sea In Ships', the documentary 'The Cities We Build', a film titled 'The Grill' and a report on the Progressive Conservative Convention in Ottawa. However, due to insufficient advance notice of scheduling, no audience data is available for the two last-mentioned programs. Nor is there any information this week for the regular 'Adieu Alouette'. The week also marked the return of 'That Girl' and the debut of a half-hour edition of 'Mr. Chips'.

Regular CBC programs pre-empted throughout the country this week included 'Replay', 'Lotsa Luck', 'Take 30/60', 'CBC Newsmagazine' and one edition each of 'Viewpoint' and 'Edge Of Night'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES:

- Now in its third week in the Sunday 9:00-10:00 pm slot, THE NATIONAL DREAM this week drew an adult-teenage audience of 23 per cent as against preceding audiences of 25-28 per cent. It should be noted that the series' usual CTV opposition - the Sunday Night Movie - this week was displaced by 'The American Film Institute Salutes James Cagney', a U.S.-produced special which may have been a bigger drawing card but for which no audience information is available. In line with highly favourable audience reactions to the first and second 'National Dream' programs (indices 84 and 82 respectively), Sunday's 'That Horrible B.C. Business' rated an enjoyment index of 82.
- Following this at 10:00-10:30 pm on Sunday, MARKETPLACE focused on the high cost of living in Labrador and elsewhere in Newfoundland. With virtually no change in viewing or in audience enjoyment of the series from its last two appearances, the broadcast drew a 13 per cent audience and rated an index of 78. With 'W5' drawing a somewhat-bigger-than-usual audience this week, the CBC consumer interest series this week had only a marginal audience advantage (ratio 6:5) over its CTV opposition.
- The CBC program running against the final half hour (10:30-11:00 pm) of 'W5' this week was IN THE PRESENT TENSE, a program which, on this occasion, dealt with the current international monetary situation. At the national level, the audience was 4 per cent - substantially smaller than the audience to each of the last two editions and only about half as big as last Sunday's 10:30-11:00 pm audience to 'Ombudsman'. With this decrease in viewing on CBC stations being reflected in the common CBC-CTV coverage area, the disparity between the audience to 'Present Tense' and to 'W5' this week was about 5 to 2 in the CTV program's favour. At 75, the enjoyment index of Sunday's 'Present Tense' was within the 71-79 range for preceding editions.
- In the usual 'Lotsa Luck' slot at 7:30-8:00 pm on Monday, the metronet and some CBC affiliated stations this week presented CELEBRATION, a special program of rock gospel music starring Tommy Ambrose. Also featured were singer Barbara Fairchild, the Oakridge Boys quartet and the Celebration Choir. With viewing at the 7 per cent level, the broadcast rated an enjoyment index of 66.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: MARCH 15-21, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY	Fri. 8:00- 8:30	36	85
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	31	82
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:43	28	78
CANNON	Mon. 8:30- 9:30	27	80
CAROL BURNETT	Thu. 8:00- 9:00	26	76
THE WALTONS (Repeat)	Sun. 7:30- 8:30	26	89
MASH (Repeat)	Fri. 8:30- 9:00	26	84
THE NATIONAL DREAM: 'That Horrible B.C. Business'	Sun. 9:00-10:00	23	82
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	22	80
THIS IS THE LAW	Mon. 9:30-10:00	19	73
TOMMY HUNTER	Fri. 9:00-10:00	19	81
POLICE STORY	Tue. 8:30- 9:30	19	77
MARY TYLER MOORE (Repeat)	Tue. 8:00- 8:30	19	79
THE BEACHCOMBERS	Sun. 7:00- 7:30	18	69
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	17	82
DICK VAN DYKE	Sun. 8:30- 9:00	16	76
MARKETPLACE	Sun. 10:00-10:30	13	78
CBC NATIONAL NEWS	S-S 11:00-11:21	12	82
'TO THE SEA IN SHIPS' (Pt. 1)	Wed. 9:00-10:00	11	78
IT'S A MUSICAL WORLD	Wed. 8:30- 9:00	10	81
EDGE OF NIGHT	M-Th 3:30- 4:00	10	83
IMAGES OF CANADA: 'The Promised Land - The Prairies'	Mon. 10:00-11:00	9	70
THIS LAND	Wed. 8:00- 8:30	9	78
+ CANADIAN COLLEGE SPORTS	Sat. 2:00- 5:40	8	76
+ SINGALONG JUBILEE	Sat. 10:45-11:00	7	71
UP CANADA	Tue. 10:00-10:30	7	69
FAMILY COURT	M-F 4:00- 4:30	7	77
COUNTRYTIME	Wed. 10:30-11:00	6	79
WEST	Wed. 10:00-10:30	6	66
SOME HONOURABLE MEMBERS	Tue. 10:30-11:00	4	61
IN THE PRESENT TENSE	Sun. 10:30-11:00	4	75
COUNTRY CANADA	Sun. 1:30- 2:00	3	76
TAKE THIRTY	M-F 3:00- 3:30	3	81
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	\$
MUSIC MACHINE	Wed. 4:30- 5:00	2	\$
MUSIC TO SEE	Sun. 5:00- 5:30	2	\$
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	2	\$
ARTS '74	Sun. 4:30- 5:00	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

⚡ Pre-empted in some areas

\$ Sample too small for reliable reporting of enjoyment level

- Later on Monday, at 10:00-11:00 pm an about-average IMAGES OF CANADA audience of 9 per cent watched the first of the series' two new programs on the Canadian West. This one, tracing the early history of the Prairie provinces, rated an audience enjoyment index of 70 - just 2 points higher than the average index of the preceding four 'Images' repeats.
- Viewing of UP CANADA (Tuesday, 10:00-10:30 pm) this week was at the 7 per cent mark - down significantly from the series' mid-winter viewing level of 9-10 per cent and about the same level of viewing it had in the early weeks of the season. Dealing with multiculturalism in Canada, the program was as well received as most preceding 'Up Canada' editions - index of enjoyment 69 as against a series' enjoyment norm of 64.
- Tuesday's guests on SOME HONOURABLE MEMBERS (10:30-11:00 pm) were Progressive Conservative members Jack Horner, Roch La Salle and Ron Atkey. The three talked with series' host Pat Watson about the issues and impact of the just-finished Conservative convention in Ottawa. The size of the audience was 4 per cent - one of the smaller ones for an 'Honourable Members' broadcast; the index of enjoyment, 61 as against a previous index range of 59-77 and a series' enjoyment norm of 69.
- With viewing down somewhat from the week before but still slightly above average for the series this season, THIS LAND (Wednesday, 8:00-8:30 pm) this week had a 9 per cent audience. And, in line with audience reaction to most 'This Land' programs, Wednesday's profile of Newfoundland bush pilot Bill Bennett was well received with an enjoyment index of 78.
- Also highly acclaimed this week, as usual, was IT'S A MUSICAL WORLD which followed at 8:30-9:00 pm. The broadcast, featuring banjo player Johnny Thorson and the Serbian Orthodox Youth Dancers, rated an audience enjoyment index of 81 - about average for the series to date. The audience to this sixth edition was 10 per cent - about the same size as those attracted to three earlier 'Musical World' programs but somewhat smaller than the series' peak audiences of 13 per cent.
- This week's program in the Wednesday, 9:00-10:00 pm slot was TO THE SEA IN SHIPS, a chronological history of ship building and ocean travel from as far back as 5000 B.C. With a fairly substantial Wednesday at 9:00 pm audience of 11 per cent, the broadcast was also well received with an enjoyment index of 78.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: MARCH 15-21, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE (Repeat)	Thu. 7:30- 8:00	19	78
THE IRISH ROVERS	Fri. 7:30- 8:00	16	87
GILLIGAN'S ISLAND	F,M,Tu 5:30- 6:00	15	75
THAT GIRL	W & Th 5:30- 6:00	11	72
HYMN SING	Sun. 5:30- 6:00	10	83
WORLD AT WAR	Fri. 10:00-11:00	8	74
'THE CITIES WE BUILD'	Thu. 10:00-11:00	8	77
'CELEBRATION'	Mon. 7:30- 8:00	7	66
THE PLAY'S THE THING ('Back To Beulah')	Thu. 9:00-10:00	6	60
MR. CHIPS	Wed. 7:30- 8:00	5	69
* 'CANADIAN SPORTS AWARDS'	Sat. 7:30- 8:00	4	75
* MUSIC MACHINE	Sat. 6:30- 7:00	3	68
JULIETTE AND FRIENDS	M-F 2:00- 2:30	3	75
* UPDATE	Sat. 6:00- 6:30	3	\$
△ VIEWPOINT	M-F 11:22-11:29	3	74
YOUTH CONFRONTATION	Sun. 4:00- 4:30	2	\$
CANADIAN FILM MAKERS	Sun. 2:30- 3:00	1	\$
WORLD OF MUSIC	Sun. 3:00- 4:00	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	19	82
<u>CTV PORGRAMS</u>			
‡ HOCKEY - NHL	Wed. 8:00-11:02	27	82
THE STREETS OF SAN FRANCISCO (Repeat)	Thu. 9:00-10:00	21	81
KOJACK	Tue. 10:00-11:00	21	83
SONNY AND CHER	Sun. 7:30- 8:30	19	74
+ SANFORD AND SON (Repeat)	Thu. 7:30- 8:00	15	86
+ KUNG FU	Mon. 8:00- 9:00	15	80
MARCUS WELBY, M.D. (Repeat)	Tue. 9:00-10:00	14	81
ACADEMY PERFORMANCE ('The Buglars')	Sat. 8:00-10:00	14	68
CTV TUESDAY NIGHT MOVIE ('The Snoop Sisters - A Black Day For Bluebeard')	Tue. 7:30- 9:00	14	75
+ THE ROOKIES	Mon. 7:00- 8:00	14	81
IRONSIDE (Repeat)	Thu. 8:00- 9:00	14	77
+ THE BRADY BUNCH (Repeat)	Sun. 7:00- 7:30	13	75
FRIDAY NIGHT MOVIE ('Money To Burn')	Fri. 8:00- 9:30	13	77
+ F.B.I.	Fri. 10:00-11:00	12	74
NATIONAL GEOGRAPHIC SPECIAL ('The Big Cats')	Fri. 7:00- 8:00	12	91
+ UNTAMED WORLD	Sun. 5:00- 5:30	11	87
POLICE SURGEON	Sat. 7:30- 8:00	11	76
PIG 'N' WHISTLE	Mon. 10:00-10:30	10	74
ANOTHER WORLD	M-Th 3:00- 3:30	9	87
W5	Sun. 10:00-11:00	9	74
WIDE WORLD OF SPORTS	Sat. 4:00- 5:30	8	80
+ IAN TYSON	Thu. 10:00-10:30	8	68
+ HEADLINE HUNTERS	Tue. 7:00- 7:30	7	82
SOMERSET	M-F 2:30- 3:00	7	84
‡ CTV NATIONAL NEWS	S-S 11:00-11:20	7	80
□ WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	6	82
+ GIRL WITH SOMETHING EXTRA	Thu. 7:00- 7:30	5	77
△ ANYTHING YOU CAN DO	M-F 4:00- 4:30	5	71

* Re-scheduled in some areas

‡ Telecast "live" to the East

△ Pre-empted on Tuesday

‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

+ Not carried (on this day and at this time) on all CTV stations

Broadcast at 11:34-11:54 pm on Wednesday

□ Broadcast at 3:30-4:30 pm on Tuesday

\$ Sample too small for reliable reporting of enjoyment level

- Later on Wednesday (at 10:00-10:30 pm), the WEST series drew its smallest audience since its mid-December debut - 6 per cent as against peak 'West' audiences of 9-11 per cent and recent audiences of 7-8 per cent. Titled 'This Riel Business', this latest edition dealt with the Metis rebellion of 1869. Included were scenes from 'The Louis Riel Story' as performed by Saskatchewan's Globe Theatre Company and conversations with some of the Indian and Metis people to whom it was played. At 66, the enjoyment index was somewhat below average for the NFB series which, to date, has rated indices varying between a high of 80 and low of 58. (For a complete audience record, see last week's report, TV/74/17.)
- At 9:00-10:00 pm on Thursday, the metronet and some CBC affiliated stations carried a PLAY'S THE THING drama titled 'Back To Beulah'. Written by W.O. Mitchell, it concerned three emotionally disturbed people who share the same rooming house and, with the help of a psychiatrist, are attempting to make a life for themselves outside an institution. Both the 6 per cent audience and the enjoyment index of 60 were about average for a 'Play's The Thing' program. The history of the series to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Jan. 17	'How I Met My Husband' by Alice Munro	7	73
Jan. 24	'The Bells Of Hell' by Mordecai Richler	8	51
Jan. 31	'And Then Mr. Jones' by Morley Callaghan	5	56
Feb. 7	'Friends And Relations' by Hugh Hood	6	71
Feb. 14	'Brothers In The Black Art' by Robertson Davies	5	63
Feb. 21	'The Man From Inner Space' by Eric Nicol	5	52

continued...

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MARCH 15-21, 1974

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 15th	7:00- 7:30	Local Programming		12 NATIONAL GEOGRAPHIC SPECIAL ('The Big Cats')
	7:30- 8:00	Not Complete Network		
	8:00- 8:30	ALL IN THE FAMILY	35	13 FRIDAY NIGHT MOVIE ('Money To Burn')
	8:30- 9:00	MASH (Repeat)	25	
	9:00- 9:30	TOMMY HUNTER	18	Not Complete Network
	9:30-10:00			
	10:00-10:30			
	10:30-11:00	Not Complete Network		13 F.B.I.
SUN 17th	7:00- 7:30	THE BEACHCOMBERS	17	13 + THE BRADY BUNCH (Repeat)
	7:30- 8:00	THE WALTONS (Repeat)	25	20 SONNY AND CHER
	8:00- 8:30			
	8:30- 9:00	DICK VAN DYKE	15	# + 'THE AMERICAN FILM INSTITUTE SALUTES JAMES CAGNEY'
	9:00- 9:30	THE NATIONAL DREAM: 'That Horrible B.C. Business'	22	
	9:30-10:00			
	10:00-10:30	MARKETPLACE	12	10 W5
	10:30-11:00	IN THE PRESENT TENSE	4	
MON 18th	7:00- 7:30	Local Programming		14 + THE ROOKIES
	7:30- 8:00	Not Complete Network		
	8:00- 8:30	THE PARTRIDGE FAMILY	20	15 + KUNG FU
	8:30- 9:00			
	9:00- 9:30	CANNON	25	# 'JULIE AND DICK IN COVENT GARDEN'
	9:30-10:00	THIS IS THE LAW	18	
	10:00-10:30	IMAGES OF CANADA: 'The Promised Land - The Prairies'	9	11 PIG 'N' WHISTLE
	10:30-11:00			Not Complete Network
TUE 19th	7:00- 7:30	Local Programming		7 + HEADLINE HUNTERS
	7:30- 8:00			
	8:00- 8:30	MARY TYLER MOORE (Repeat)	18	15 CTV TUESDAY NIGHT MOVIE ('The Snoop Sisters - A Black Day For Bluebeard')
	8:30- 9:00	POLICE STORY	18	
	9:00- 9:30			
	9:30-10:00	FRONT PAGE CHALLENGE	16	15 MARCUS WELBY, M.D. (Repeat)
	10:00-10:30	UP CANADA	7	22 KOJACK
	10:30-11:00	SOME HONOURABLE MEMBERS	4	
THU 21st	7:00- 7:30	Local Programming		6 + GIRL WITH SOMETHING EXTRA
	7:30- 8:00	Not Complete Network		16 + SANFORD AND SON
	8:00- 8:30			
	8:30- 9:00	CAROL BURNETT	25	14 IRONSIDE (Repeat)
	9:00- 9:30			
	9:30-10:00	Not Complete Network		22 THE STREETS OF SAN FRANCISCO (Repeat)
	10:00-10:30			8 + LAN TYSON
	10:30-11:00			# + TARGET THE IMPOSSIBLE (Repeat)
S-S	11:00-11:20	CBC NEWS	12	7 4 CTV NEWS

4 Broadcast at 11:34-11:54 pm on Wednesday
+ Not carried (on this day and at this time) on all CTV stations
Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Feb. 28	'The Servant Girl' by Margaret Atwood	7	64
Mar. 7	'Roundelay' by Pierre Berton	8	58
Mar. 14	'The Roncarelli Affair' by F.R. Scott	5	74
Mar. 21	'Back To Beulah' by W.O. Mitchell	6	60

- . In the Thursday, 10:00-11:00 pm slot normally occupied by 'Take 30/60' and/or 'CBC Newsmagazine', the metronet and some CBC affiliate stations this week presented THE CITIES WE BUILD, a documentary special on the subject of city planning. Narrator was Mike Hallern. The audience, at 8 per cent, was a relatively substantial one for a program running in this late, limited network slot; the index of enjoyment, a fairly high 77.
- . At 10:00-11:00 pm on Friday, the metronet and some CBC affiliated stations carried the 23rd instalment of the 26-part World War II series THE WORLD AT WAR. The broadcast, covering events in the Pacific from February of 1942 to July '45, drew an 8 per cent audience and rated an enjoyment index of 74. Both these measures are about average for the series since the beginning of January.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/74/20

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MARCH 22-28, 1974

THIS WEEK

Special network programming this week included 'The Cree Of Painted Hills', 'The Overlanders', 'Next Year In Jerusalem', the conclusion of 'To The Sea In Ships', a special edition of 'The Nature Of Things' and live coverage, from Switzerland, of the 'World Curling Championship' game between the United States and Sweden.

Regular CBC programs pre-empted throughout the country this week included 'Canadian College Sports', 'Singalong Jubilee', 'Youth Confrontation', 'Arts '74', 'Cannon', 'This Is The Law', 'Mary Tyler Moore', 'Police Story' and 'CBC Newsmagazine'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Sunday of this week (at 9:00-10:00 pm) marked the fourth appearance of THE NATIONAL DREAM series on the building of the CPR railway. With no significant change in audience reaction to the program from preceding instalments, Sunday's 'The Great Debate' was highly acclaimed with an enjoyment index of 84. The audience was 24 per cent - just marginally bigger than the audience to last week's edition but still smaller than the original 'National Dream' audience of 28 per cent. The series' record to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Mar. 3	'The Great Lone Land'	28	84
Mar. 10	'The Pacific Scandal'	25	82
Mar. 17	'That Horrible B.C. Business'	23	82
Mar. 24	'The Great Debate'	24	84

- MARKETPLACE, which follows at 10:00-10:30 pm on Sunday, this week drew a 16 per cent audience - several percentage points bigger than audiences attracted to the series in the last few weeks and just slightly smaller than peak 'Marketplace' audiences of 17-18 per cent. And, typical of the series as a whole, Sunday's program (on packaging, vegetarianism, beef subsidies, gas saving devices and an anti-smoking mouth-wash) was very much enjoyed with an index of 82.
- Following this at 10:30-11:00 pm, OMBUDSMAN also showed a slight increase in viewing from the week before. However, at 9 per cent, the audience to Sunday's broadcast was still slightly smaller than earlier 'Ombudsman' audiences of 10-11 per cent. The index of audience enjoyment was 78 - about average for the bi-weekly series to date.
- At 8:30-10:00 pm on Monday, the network presented THE OVERLANDERS, a dramatization of the 1862 story of the perilous journey of a small band of pioneers attempting to cross the Rocky Mountains to the gold-rich Cariboo country of British Columbia. Filmed in the foothills of the Canadian Rockies, it starred Michael Collins, Helen Lasnier, Marek Norman and Claude Maher. With younger members of the audience being somewhat more favourably impressed than viewers in the 50 and over age group - indices of enjoyment 77 and 65 respectively - the broadcast rated a moderately favourable index of

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: MARCH 22-28, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY (Repeat)	Fri. 8:00- 8:30	32	83
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	31	82
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:49	29	76
THE WALTONS (Repeat)	Sun. 7:30- 8:30	27	88
MASH (Repeat)	Fri. 8:30- 9:00	24	82
THE NATIONAL DREAM: 'The Great Debate'	Sun. 9:00-10:00	24	84
CAROL BURNETT	Thu. 8:00- 9:00	23	71
THE PARTRIDGE FAMILY (Repeat)	Mon. 8:00- 8:30	23	79
TOMMY HUNTER	Fri. 9:00-10:00	22	78
'THE OVERLANDERS'	Mon. 8:30-10:00	17	72
DICK VAN DYKE	Sun. 8:30- 9:00	17	71
THE BEACHCOMBERS	Sun. 7:00- 7:30	16	68
MARKETPLACE	Sun. 10:00-10:30	16	82
'NEXT YEAR IN JERUSALEM'	Tue. 8:00- 9:30	15	72
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	15	83
CBC NATIONAL NEWS	S-S 11:00-11:21	12	83
IT'S A MUSICAL WORLD	Wed. 8:30- 9:00	12	83
'TO THE SEA IN SHIPS' (Pt. 2)	Wed. 9:00-10:00	11	77
THIS LAND	Wed. 8:00- 8:30	11	80
EDGE OF NIGHT	M-F 3:30- 4:00	11	84
+ 'WORLD CURLING CHAMPIONSHIP'	Sat. 2:00- 4:21	9	82
OMBUDSMAN	Sun. 10:30-11:00	9	78
IMAGES OF CANADA: 'Splendor Undiminished - British Columbia'	Mon. 10:00-11:00	8	67
UP CANADA	Tue. 10:00-10:30	8	74
FAMILY COURT	M-F 4:00- 4:30	8	77
COUNTRYTIME	Wed. 10:30-11:00	7	77
'THE CREE OF PAINTED HILLS'	Sun. 4:00- 5:00	7	86
WEST	Wed. 10:00-10:30	7	73
SOME HONOURABLE MEMBERS	Tue. 10:30-11:00	5	70
MUSIC MACHINE	Wed. 4:30- 5:00	4	61
TAKE THIRTY	M-F 3:00- 3:30	4	79
COUNTRY CANADA	Sun. 1:30- 2:00	3	78
NATION'S BUSINESS (Progressive Conservative Party)	Sun. 11:15-11:21	3	\$
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	\$
MUSIC TO SEE (Repeat)	Sun. 5:00- 5:30	3	\$
+ SPORTSWEEK	Sat. 4:23- 5:00	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

£ Pre-empted in Nova Scotia

\$ Sample too small for reliable reporting of enjoyment level

72 for the audience as a whole. At 17 per cent, the audience was about equal to the audience recently maintained by 'This Is The Law' but substantially smaller than the average 'Cannon' audience of 25-26 per cent.

- Following this, at 10:00-11:00 pm, IMAGES OF CANADA drew a slightly-below-average audience (8 per cent) to its sixth and final program of the season. Featuring paintings of West Coast Indians and Indian life by Paul Kane and Emily Carr, 'Splendor Undiminished' traced the history of the province of British Columbia. Its audience enjoyment index was 67. The complete audience record for the six-part series:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Feb. 18	'Heroic Beginnings' (repeat)	11	76
Feb. 25	'The Magic Circle - New France' (repeat)	9	61
Mar. 4	'Ties That Bind - The Maritime Provinces' (repeat)	9	68
Mar. 11	'Peace, Order and Prosperity - Upper Canada' (repeat)	8	68
Mar. 18	'The Promised Land - The Prairies'	9	70
Mar. 25	'Splendor Undiminished - British Columbia'	8	67

- At 8:00-9:30 pm on Tuesday, the network presented NEXT YEAR IN JERUSALEM, a special CBC-produced documentary tracing the 4000-year history of the holy city. Host-narrator was Lorne Greene; actors portraying the various historical figures were John Colicos, Sam Jaffe, Barry Morse, Joseph Yadin and Toby Robins. Also featured was the off-camera voice of contralto Maureen Forrester. With an audience somewhat smaller than recent audiences to the pre-empted 'Mary Tyler Moore' and 'Police Story' - 15 per cent as against 18 per cent - the broadcast was moderately well received with an enjoyment index of 72.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: MARCH 22-28, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE (Repeat)	Thu. 7:30- 8:00	18	74
THE IRISH ROVERS	Fri. 7:30- 8:00	17	86
LOTS A LUCK (Repeat)	Mon. 7:30- 8:00	13	79
THAT GIRL	M-F 5:30- 6:00	11	75
HYMN SING	Sun. 5:30- 6:00	9	81
THE NATURE OF THINGS ('James Bay')	Thu. 10:30-11:00	8	85
WORLD AT WAR	Fri. 10:00-11:00	7	76
THE PLAY'S THE THING ('The Executioners')	Thu. 9:00-10:00	7	74
* MUSIC MACHINE	Sat. 6:30- 7:00	5	56
MR. CHIPS	Wed. 7:30- 8:00	5	68
TAKE THIRTY	Thu. 10:00-10:30	4	76
* UPDATE	Sat. 6:00- 6:30	3	76
JULIETTE AND FRIENDS	M-F 2:00- 2:30	3	74
VIEWPOINT	M-F 11:22-11:29	3	74
* REPLAY	Sat. 7:30- 8:00	2	\$
ADIEU ALOUETTE	Sun. 2:00- 2:30	2	\$
WORLD OF MUSIC	Sun. 3:00- 4:00	2	\$
CANADIAN FILM MAKERS	Sun. 2:30- 3:00	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	18	82
<u>CTV PROGRAMS</u>			
‡ HOCKEY - NHL	Wed. 8:00-10:48	26	82
KOJACK	Tue. 10:00-11:00	21	80
THE STREETS OF SAN FRANCISCO (Repeat)	Thu. 9:00-10:00	20	81
SONNY AND CHER	Sun. 7:30- 8:30	19	74
+ CTV SUNDAY NIGHT MOVIE ('Maneater')	Sun. 8:30-10:00	16	80
MEDICAL CENTER	Mon. 9:00-10:00	16	82
IRONSIDE (Repeat)	Thu. 8:00- 9:00	15	79
+ SANFORD AND SON	Thu. 7:30- 8:00	15	83
+ THE ROOKIES (Repeat)	Mon. 7:00- 8:00	15	81
'THE RED PONY' (Repeat)	Fri. 7:00- 9:00	14	84
+ THE BRADY BUNCH (Repeat)	Sun. 7:00- 7:30	14	78
+ KUNG FU (Repeat)	Mon. 8:00- 9:00	14	79
+* ACADEMY PERFORMANCE ('The Sicilian Clan')	Sat. 8:00-10:00	14	68
CTV TUESDAY NIGHT MOVIE ('Banacek: Let's Hear It For A Living Legend') (Repeat)	Tue. 7:30- 9:00	13	79
MARCUS WELBY, M.D. (Repeat)	Tue. 9:00-10:00	13	75
FRIDAY NIGHT MOVIE ('Tenafly: Joyride To Nowhere') (Repeat)	Fri. 9:30-11:00	11	72
+ UNTAMED WORLD	Sun. 5:00- 5:30	11	85
* POLICE SURGEON (Repeat)	Sat. 7:30- 8:00	10	76
PIG 'N' WHISTLE	Mon. 10:00-10:30	10	70
ANOTHER WORLD	M-F 3:00- 3:30	10	85
+ GIRL WITH SOMETHING EXTRA (Repeat)	Thu. 7:00- 7:30	9	77
WIDE WORLD OF SPORTS	Sat. 4:00- 5:30	8	80
+ HEADLINE HUNTERS	Tue. 7:00- 7:30	8	83
‡ CTV NATIONAL NEWS	S-S 11:00-11:20	7	81
+ IAN TYSON	Thu. 10:00-10:30	7	69
SOMERSET	M-F 2:30- 3:00	7	81
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	6	82
ANYTHING YOU CAN DO	M-F 4:00- 4:30	5	69
* ROQ	Sat. 7:00- 7:30	5	58
+ SPORTS BEAT '74	Wed. 10:50-11:20	3	\$

* Re-scheduled in some areas

‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

+ Not carried (on this day and at this time) on all CTV stations

‡ Broadcast at 11:30-11:50 pm on Saturday, on CFCN (Calgary) at 11:00 pm; on Wednesday, broadcast at 11:20-11:40 pm

\$ Sample too small for reliable reporting of enjoyment level

- Broadcast in its usual 10:00-10:30 pm slot on Tuesday, UP CANADA this week had one of its better audience receptions - index of enjoyment 74 as against a series' enjoyment norm of 65. The main topic of discussion was easy credit and its consequences. The audience, at 8 per cent, was virtually unchanged from the last three 'Up Canada' programs but, again, smaller than the series' earlier audiences of 9-10 per cent.
- With the subject of discussion on Tuesday's SOME HONOURABLE MEMBERS (10:30-11:00 pm) being the status of women and the lack of women in positions of power, guest MP's were Flora MacDonald, Monique Bégin and Grace MacInnis. With viewing at the usual 'Honourable Members' level of 5 per cent, the program rated an enjoyment index of 70 - just 2 points above average for the series to date.
- At 9:00-10:00 pm on Wednesday the network presented the conclusion of TO THE SEA IN SHIPS, a two-part documentary covering some 7000 years of ships and ocean travel. Opening with a conversation with Captain Alan Villiers (one of the last to sail around Cape Horn) this week's program went on to look at the modern hydrofoil and hovercraft and to speculate on the use of atomic energy as a source of power. About equalling the performance of the introductory program (which ran in the same Wednesday slot last week), it drew an 11 per cent audience and rated an enjoyment index of 77.
- Another program making its final appearance of the season this week was Wednesday's (8:00-8:30 pm) THIS LAND. Typical of the series as a whole, the 'Year End' edition was well received with an audience enjoyment index of 80. The size of the audience was 11 per cent - one of the biggest for a 'This Land' program this season. The complete audience record for the series.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 26	Introduction to 1973-74 series	9	76
Oct. 3	Portrait of a Newfoundland woman who served as medic to her small community	7	82

continued...

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MARCH 22-28, 1974

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM		
FRI 22nd	7:00- 7:30	Local Programming	31	15	'THE RED PONY' (Repeat)	
	7:30- 8:00	Not Complete Network				
	8:00- 8:30	ALL IN THE FAMILY (Repeat)				
	8:30- 9:00	MASH (Repeat)				
	9:00- 9:30	TOMMY HUNTER	20	Not Complete Network		
	9:30-10:00	Not Complete Network	12	FRIDAY NIGHT MOVIE (<i>'Tenafly: Joyride To Nowhere'</i>) (Repeat)		
	10:00-10:30					
	10:30-11:00					
SUN 24th	7:00- 7:30	THE BEACHCOMBERS	15	15	+ THE BRADY BUNCH (Repeat)	
	7:30- 8:00	THE WALTONS (Repeat)	26	20	SONNY AND CHER	
	8:00- 8:30					
	8:30- 9:00	DICK VAN DYKE	16	17	CTV SUNDAY NIGHT MOVIE (<i>'Maneater'</i>)	
	9:00- 9:30	THE NATIONAL DREAM: 'The Great Debate'	23			
	9:30-10:00	MARKETPLACE	15			WINDOW ON THE WORLD: 'The New Europeans'
	10:00-10:30					
	10:30-11:00			OMBUDSMAN	8	
MON 25th	7:00- 7:30	Local Programming	21	15	+ THE ROOKIES (Repeat)	
	7:30- 8:00	Not Complete Network				
	8:00- 8:30	THE PARTRIDGE FAMILY (Repeat)		15	15	+ KUNG FU (Repeat)
	8:30- 9:00	'THE OVERLANDERS'				
	9:00- 9:30					
	9:30-10:00					
	10:00-10:30	IMAGES OF CANADA: 'Splendor Undiminished - British Columbia'	8	10	PIG 'N' WHISTLE	
	10:30-11:00	Not Complete Network				
TUE 26th	7:00- 7:30	Local Programming	15	8	+ HEADLINE HUNTERS	
	7:30- 8:00	'NEXT YEAR IN JERUSALEM'		13	CTV TUESDAY NIGHT MOVIE (<i>'Banacek: Let's Hear It For A Living Legend'</i>) (Repeat)	
	8:00- 8:30					
	8:30- 9:00					
	9:00- 9:30					
	9:30-10:00	FRONT PAGE CHALLENGE	14	13	MARCUS WELBY, M.D. (Repeat)	
	10:00-10:30	UP CANADA	7	22	KOJACK	
	10:30-11:00	SOME HONOURABLE MEMBERS	5			
THU 28th	7:00- 7:30	Local Programming	23	9	+ GIRL WITH SOMETHING EXTRA (Repeat)	
	7:30- 8:00	Not Complete Network		15	+ SANFORD AND SON	
	8:00- 8:30	CAROL BURNETT		15	IRONSIDE (Repeat)	
	8:30- 9:00					
	9:00- 9:30	Not Complete Network	21	THE STREETS OF SAN FRANCISCO (Repeat)		
	9:30-10:00					
	10:00-10:30				7	+ IAN TYSON
	10:30-11:00				7	+ TARGET THE IMPOSSIBLE
S-5	11:00-11:20	CBC NEWS	11	7	CTV NEWS	

♣ Broadcast at 11:30-11:50 pm on Saturday, on CPN (Calgary) at 11:00 pm; on Wednesday, broadcast at 11:20-11:40 pm
+ Not carried (on this day and at this time) on all CTV stations
Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Oct. 10	'From Out Of The Wilder- ness' - a look at the Ontario Correctional System's 'Camp Dare'	7	83
Oct. 24	'The Maple Leaf Forever' - on the use and abuse of maple trees in Canada	5	82
Oct. 31	'The Men In Her Life' - photographer-journalist Cathy Wismer interviews residents of the Temagami area of Northern Ontario	7	78
Nov. 7	'Let It Be' - on the human threat to wildlife survival	8	84
Nov. 14	'In Search Of Silence' - a trip with the Guyot family to the Northern Manitoba lake district	7	80
Nov. 21	'Down Home Country' - a visit to Campbellton, New Brunswick, hometown of playwright-composer Tom Gallant	8	76
Nov. 28	'When The Fish Is Runnin' - a visit with Newfoundland dory fisherman Leonard Snook	8	80
Dec. 5	'The Mackenzie Pipeline' - an examination of possible adverse effects of the proposed pipeline	7	71
Dec. 12	'Wild Goose Chase' - a visit with ornithologist Roy Simmons to the NWT breeding ground of the Ross Goose	9	82

continued....

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Dec. 19	'Eastern Slopes' - discussion of possible future uses of the eastern side of the Canadian Rockies	7	76
Dec. 26	'The City' - a search for nature in a large urban centre using Toronto as an example	7	76
Jan. 2	'The Loyalists' - a dramatic re-enactment of the story of the Empire Loyalists	7	71
Jan. 16	'The Gilbertson Expedition' - visit with longtime filmmaker Jennv Gilbertson	8	83
Jan. 23	'The Riverman' - re- collections of Newfoundland trapper-guide Brett Saunders	4*	82
Feb. 6	'The Long Ride' - visit to British Columbia's Chilcotin Plateau	9	85
Feb. 13	'High Ground' - on the invasion of the Canadian Rockies by 'backpackers'	9	85
Feb. 20	'Build Me A Wooden Ship' - Nova Scotia's boat building industry and the Stevens family	9	81
Feb. 27	'A Visit With Italo' - on the successful career of Italian immigrant Italo Felice	7	73

continued...

* Telecast in East only

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Mar. 6	'Return Of A River' - the near-destruction and re-storation of valuable B.C. salmon stream	9	85
Mar. 13	'Avalanche' - the dangers and control	11	85
Mar. 20	'From Out Of The Blue' - profile of bush pilot Bill Bennett	9	78
Mar. 27	'Year's End' - tuna fishing, Sourdough Rendezvous and recap	11	80

- Wednesday of this week also marked the end of the Tommy Common-hosted IT'S A MUSICAL WORLD series. Broadcast at 8:30-9:00 pm, the final program featuring the Mercey Brothers and the Filipino-Canadian Dance Group, drew a slightly-bigger-than-usual 'Musical World' audience of 12 per cent. And, typical of the series as a whole, this last edition rated an enjoyment index of 83. The complete audience record for the series:

<u>DATE</u>	<u>GUESTS</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Feb. 13	Ella Gallaher Scottish Dancers	13	83
Feb. 20	Singer Catherine McKinnon/ Polish-Canadian United Youth Dancers	9	79
Feb. 27	Fiddler Roy Warhurst/Chinese Traditional Ribbon Dancers	10	77
Mar. 6	Singer Rolf Harris/Philoptchos dancing group	10	83
Mar. 13	Singer Juliette	13	81
Mar. 20	Banjo player Johnny Thorson/ Serbian Orthodox Youth Dancers	10	81
Mar. 27	Mercey Brothers/Filipino-Canadian Dance Group	12	83

- With a slight increase in viewing from the week before, WEST (Wednesday, 10:00-10:30 pm) this week drew a 7 per cent audience. Titled 'We're Here To Stay', this latest edition dealt with 'Agri Pool Ltd.', a recently-formed farm production co-operative operating in the Lestock area of Saskatchewan. The enjoyment index of 73 is some 4 points above average for the series whose indices, to date, have varied between a low of 58 and high of 80.
- Thursday of this week marked the final appearance of the PLAY'S THE THING drama series (9:00-10:00 pm on the metronet and on some CBC affiliate stations). The concluding presentation was the Farley Mowat - Len Peterson work 'The Executioners', a documentary-drama based on the actual trial of two Eskimo hunters accused of killing their mother and an aunt. Starring were Joe Annanack, Steve Akapalialuk and Norman Etoomiak. With an audience enjoyment index of 74, it was one of the most enjoyed programs in the series. The audience was 7 per cent - just slightly above average for a 'Play's The Thing' broadcast. The complete audience record for the series:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Jan. 17	'How I Met My Husband' by Alice Munro	7	73
Jan. 24	'The Bells Of Hell' by Mordecai Richler	8	51
Jan. 31	'And Then Mr. Jones' by Morley Callaghan	5	56
Feb. 7	'Friends And Relations' by Hugh Hood	6	71
Feb. 14	'Brothers In The Black Art' by Robertson Davies	5	63
Feb. 21	'The Man From Inner Space' by Eric Nicol	5	52
Feb. 28	'The Servant Girl' by Margaret Atwood	7	64
Mar. 7	'Roundelay' by Pierre Berton	8	58

continued....

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Mar. 14	'The Roncarelli Affair' by F.R. Scott	5	74
Mar. 21	'Back To Beulah' by W.O. Mitchell	6	60
Mar. 28	'The Executioners' by Farley Mowat and Len Peterson	7	74

- Following this at 10:00-10:30 pm a half-hour edition of the TAKE 30/60 series drew a fairly typical audience of 4 per cent. Titled 'Oil and Islam: The Saudi Explosion', the program visited the oil-rich country of Saudi Arabia. At 76, the enjoyment index was also about average for the series to date.
- Broadcast for the first time since its mid-February displacement by 'Images Of Canada', THE NATURE OF THINGS this week ran in the Thursday, 10:30-11:00 pm slot on the metronet and on some but not all CBC affiliate stations. The special edition focused on the environmental problems of the James Bay area, site of the James Bay Hydro Project. Like most 'Nature Of Things' programs, this one was very well received with an audience enjoyment index of 85. The audience, at 8 per cent, was a relatively big one for a program running in this late, limited network slot.
- Friday of this week marked the 24th appearance of the 26-part THE WORLD AT WAR series. Broadcast in its usual 10:00-11:00 pm slot on the metronet and on some CBC affiliate stations, the World War II series, on this occasion, drew a 7 per cent audience and rated an enjoyment index of 76 - both about average for the series in recent weeks.
- At 4:00-5:00 pm on Sunday, a substantial afternoon audience of 7 per cent watched THE CREE OF PAINTED HILLS, a documentary portrait of the life style and culture of the Cree Indians of the James Bay area. The program was much enjoyed by those who watched it, index of audience enjoyment a high 86.

A CBC RESEARCH REPORT

TV/74/22

on

'THE TRUE NORTH'

BROADCAST ON CBC TELEVISION, FEBRUARY 1974

THE PROGRAM

Three episodes of the OECA (Ontario Educational Communications Authority) series, 'The True North', were presented on CBC television during February 1974. Scheduled in the Thursday 10:00-11:00 pm slot on the CBC metronet (i.e. the limited network of CBC's owned-and-operated English-language stations), the programs were telecast on February 7, 14 and 21. The series integrated dramatizations, documentary segments, comedy, satire and songs in its examination of major Canadian issues. Hosting each episode were Barbara Frum and Michael Magee.

This report describes the size and composition of the network audience together with viewers' reactions to certain aspects of the program.

SOURCE OF INFORMATION

The data reported comes from the CBC English TV audience panel, a continuing audience survey operated by the CBC to provide regular weekly information on audience response to its English TV network programs.

Panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or (as in this case) to particular aspects of program content. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE SIZE OF THE AUDIENCE

The initial 'True North' episode on February 7 was 'We Stand On Guard For Thee', a study of Canada's power structure and an appeal to Canadians to help shape their nation. The program was watched by 7 per cent of all adults and teenagers in English Canada - an audience of some 900,000 viewers age 12 and over. This is a somewhat bigger audience than is usually attracted to CBC information series running on the metronet in this Thursday slot. Thus, the 'Take Thirty'/'Take Sixty' series, at 10:00-10:30 pm or, on occasion, 10:00-11:00 pm on Thursdays, has maintained a recent average weekly audience of some 700,000 adult and teenage viewers, while 'CBC Newsmagazine', which frequently follows 'Take Thirty' at 10:30-11:00 pm, has maintained a recent average of approximately 600,000 viewers.

The second 'True North' program on February 14 was 'The Myth' - an examination of Professor W.L. Morton's claim that "Canada is a northern country with a northern economy, a northern way of life". This was followed on February 21 by 'Strong and Free?', a montage of cartoons, skits and songs by the Jest Society that probed the Canadian identity and so-called colonial attitude. These two programs attracted audiences of 6 and 8 per cent representing, respectively, some 800,000 and 950,000 adult and teenage viewers.

These week-to-week fluctuations in the size of the 'True North' audience are barely significant. One may generalise, therefore, that the 3-program series as a whole attracted an average weekly audience of some 900,000 viewers aged 12 and over -

a fairly substantial audience for a program of this type, broadcast at this time of the evening on metronet stations only, and one that certainly does not compare unfavourably with the audiences to most similarly scheduled CBC information series.

In those areas of the country where both a CBC metronet and a CTV network station are available, 'True North' ran directly opposite the 'Ian Tyson' variety show at 10:00-10:30 pm and opposite the information series 'Target the Impossible' at 10:30-11:00 pm. Within this common coverage area, 'True North', on average, shared audience about equally with the 'Tyson' show and outrated 'Target the Impossible' in an audience ratio of about 3:1.

AUDIENCE COMPOSITION

Like most information series, the 'True North' attracted an audience that was older, and somewhat more educated than the general population.

Thus, as the following distributions show, the proportion of under-35s in the 'True North' audience was much smaller, and the proportion of over-50s much larger, than in the general population of the CBC metronet coverage area - as represented in the panel sample for that area. Partly this can be attributed to the fact that, by 10:00 to 11:00 pm when the 'True North' was scheduled, some of the younger members of the 12-17 age group are no longer available for viewing. Even when this entire teenage segment of the population is discounted, however, the 'True North' adult audience still proves to be disproportionately much older than the adult population norm:

AGE GROUP	'TRUE NORTH' AUDIENCE		METRONET-AREA PANEL SAMPLE	
	%	%	%	%
12-17	5	-	15	-
18-34	17	18	34	40
35-49	23	24	24	28
50+	55	58	27	32
TOTAL 12+	100	100	100	100

So also, those who watched the 'True North' series differed somewhat from the general population in the level of their formal education. In line with the differential age distribution noted above, a much smaller proportion of 'True North' viewers than of the general adult-teen population were still at school, and a larger proportion were university educated. The full distribution is given below:

EDUCATIONAL GROUP	'TRUE NORTH' AUDIENCE	METRONET-AREA PANEL SAMPLE
	%	%
Still at school	7	19
Attended grade school	25	15
Attended high school	23	24
Completed high school	20	24
Attended university	25	18
TOTAL	100	100

AUDIENCE REACTIONS

On a standard five-point scale of audience enjoyment, viewers' ratings of the series showed no great variation from week to week. Each program was enjoyed 'very much' by 33-40 per cent of those who watched it, and enjoyed at least 'quite a bit' by some 55-60 per cent. The full distribution of responses on this scale is shown below:

DATE	A U D I E N C E E N J O Y M E N T					
	Enjoyed it very much	Enjoyed it quite a bit	It was all right not bad	Didn't enjoy it too much	Didn't enjoy it at all	Index of enjoyment
	%	%	%	%	%	
Feb. 7	33	21	13	20	13	55
Feb. 14	39	21	16	14	9	61
Feb. 21	35	21	15	16	13	57

Each of these distributions carries an 'index of enjoyment', a statistic summarising the extent to which the audience as a whole enjoyed the program. (For an explanation of the derivation of this index, see the Note on page 7.) What can be inferred from these indices of 55, 61 and 57 for the 'True North' programs?

During the current television season, indices of enjoyment for CBC programs have varied from a low of 40 to a peak of 92. The average index of enjoyment for all CBC network programs to date this season is 76, with approximately only 5 per cent of all indices falling below the 61 index level. Thus, the 'True North' ranks very low in terms of the extent to which those who watched the series enjoyed it.

To this it should be added that, while the series tended to be more enjoyed by younger viewers (under 50) than by the older members of the audience, even those younger people did not much enjoy the programs. Thus, for the series' three instalments, the average enjoyment index for viewers aged under 50 was just 62 as against 55 for those aged 50 and over.

So much for enjoyment. Most viewers of 'True North' also felt that they had not learned very much from the series. The relevant question here was another standard one that, over the past several seasons, has been put to audiences of most CBC information programs:

"Having watched this program tonight, how much more do you feel you now know about the subject covered than you knew before?"

The four possible answers were: "a lot more", "quite a bit more", "a little more" and "no more". In the case of each of the three programs, close to two-thirds (63-64 per cent) of all viewers felt they had learned only a little or nothing that they had not already known - an abnormally negative response for CBC network information programs generally. (This is not of course to say that viewers of these 'True North' programs did not in fact learn much from them: they may have. All that is concluded here is that they certainly did not, to any great extent, feel they had done so.)

Possibly contributing to this reaction was the fact that a substantial number of viewers also found the presentation of the programs somewhat disjointed and difficult to follow. All who had watched were asked (another standard question that has been used in recent years):

"Would you say that the subject covered on this program was presented in a very clear manner, fairly clear manner, somewhat confused manner or very confused manner?"

Here again, reaction was unusually negative. While the average 'index of clarity', summarising the scale distribution, for CBC information programs is about 80 (see Note on page 7), the average index for these three 'True North' programs was only 62.

Responses to other scale questions served generally to confirm this finding. An abnormally large one-third of those who had watched these 'True North' programs reported that they "couldn't get involved" in them; and about this same proportion of viewers said they had found the program "disjointed, mixed up and hard to follow".

Two other, open-ended questions gave viewers the opportunity to express in their own words what it was they had particularly liked or disliked about the programs. The response obtained largely confirmed the results reported above: namely that while a substantial minority of the programs' audience had found the series entertaining and enjoyable, a large number of viewers felt they had gained little from watching and had found the presentation somewhat confusing, disjointed and difficult to follow.

SUMMARY

This 'True North' series drew a fairly substantial audience for the late-evening limited-network slot in which it was scheduled: the programs were received, however, by those who watched them without much enthusiasm and with some considerable feelings of frustration.

APPENDIX:

NOTE ON THE 'INDEX OF ENJOYMENT'

This is a statistic summarising the extent to which those who have watched a program have, on the whole, enjoyed it. Conventionally, viewers express their reactions on a standard scale which requires a rating in one of five categories: 'enjoyed it very much', 'enjoyed it quite a bit', 'it was all right not bad', 'didn't enjoy it too much' or 'didn't enjoy it at all'. For the total audience this gives a certain distribution of responses.

Weights of 5-3-2-1-0 are then applied, respectively, to the number of responses in each of these five categories, this particular set of weights having been derived from an empirical study of the normal pattern of response distribution and the relative discriminatory power of various combinations of weights. The weighted responses are then summed, divided by the total number of unweighted responses involved, and the result expressed as a percentage of the maximum scale value (5). This is the index of enjoyment.

Indices range, in theory, from zero (signifying that no one who watched a particular program enjoyed it at all) to 100 (signifying that everyone who watched enjoyed it very much). In fact the highest index recorded in nine years of panel operation has been 97, the lowest 17.

Other indices can be similarly derived from scaled audience reactions to other aspects of programs - as for example the 'index of clarity' referred to on page 6.

Like the distributions of response on which they are based, these various indices of audience reaction to particular programs and series have no absolute value: their practical usefulness consists entirely of their relationship to similarly calculated measures for other programs of various types.

A CBC RESEARCH REPORT

TV/74/23

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MARCH 29-APRIL 4, 1974

THIS WEEK

Special network programming this week included coverage of the 46th annual 'Academy Awards' presentations and of the 117th running of the 'Grand National Steeplechase', highlights of the recent 'World Series of Skiing' and 'Canadian Ladies Curling Championships' competitions and programs titled 'The Last...And The Best...Canadians', 'King Of The Hill', 'Four Day Wonder', 'Meet The Expos '74' and 'Nova Scotia Election 1974'. In addition, the week's schedule included repeat showings of the 'To The Wild Country' documentary 'The Other Newfoundland', 'The Fiddles Of Shelburne' and the 'Man At The Center' program 'Plus Equals Minus - Josef Albers'.

Regular CBC programs pre-empted throughout the country this week were: 'Tommy Hunter', 'World At War', 'Replay', 'Music To See', 'Beachcombers', 'Dick Van Dyke', 'Marketplace', 'In The Present Tense', 'Man Alive', 'Police Story', 'Up Canada', 'Some Honourable Members' and 'CBC Newsmagazine'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Due to the current Canada-U.S. time difference, CBC network coverage of the 46th annual ACADEMY AWARDS presentations began one hour earlier than most other 'Awards' programs - a probable contributing factor in the marked increase in viewing this year. Whereas CBC audiences to the last three 'Academy Awards' specials have been in the 34-39 per cent range, Tuesday's (9:00 pm - 12:03 am EST) broadcast was watched, at least in part, by a huge 49 per cent audience of some 6.2 million adults and teenagers. With overall audience reaction being the same as to last year's event, the broadcast rated a moderately favourable enjoyment index of 71.

- At 7:00-8:00 pm on Sunday the network presented the fifth and last of this season's TO THE WILD COUNTRY SPECIALS. This one, 'The Other Newfoundland', was originally telecast last season and was shown this week to mark the 25th anniversary of Newfoundland's entry into Confederation. The documentary explores some of the little-known wilderness and wildlife areas of this newest Canadian province. With the level of audience enjoyment being the same as for the original showing and in line also with the high enjoyment levels attained by preceding 'Wild Country' programs this season, the index was 89. The audience was 19 per cent - about equal in size to the audience that watched the last 'Wild Country' special in the same Sunday slot five weeks before. The complete audience record for the special series:

<u>DAY/DATE/TIME</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sun. Nov. 18 9:00-10:00 pm	'The Wild Pacific Shore'	13	87
Sun. Dec. 9 8:00-9:00 pm	'Winter Is A Way Of Life' (repeat)	15	85
Sun. Jan. 27 7:30-8:30 pm	'Land Of The Big Ice'	20	89
Sun. Feb. 24 7:00-8:00 pm	'The Great Canadian Southwest'	18	89
Sun. Mar. 31 7:00-8:00 pm	'The Other Newfoundland' (repeat)	19	89

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: MARCH 29-APRIL 4, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+ 'ACADEMY AWARDS'	Tue. 9:00-12:03 am	49	71
ALL IN THE FAMILY (Repeat)	Fri. 8:00- 8:30	35	85
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	31	82
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:30	31	83
MASH (Repeat)	Fri. 8:30- 9:00	26	81
THE WALTONS (Repeat)	Sun. 8:00- 9:00	25	86
THE NATIONAL DREAM: 'The Railway General'	Sun. 9:00-10:00	24	85
CAROL BURNETT	Thu. 8:00- 9:00	23	71
'THE WILF CARTER STORY'	Fri. 9:00-10:00	23	84
THE PARTRIDGE FAMILY (Repeat)	Mon. 8:00- 8:30	21	73
CANNON (Repeat)	Mon. 8:30- 9:30	21	78
TO THE WILD COUNTRY: 'The Other Newfound- land' (Repeat)	Sun. 7:00- 8:00	19	89
THIS IS THE LAW	Mon. 9:30-10:00	18	77
'THE FIDDLES OF SHELburne' (Repeat)	Wed. 9:00-10:00	14	85
△ * MARY TYLER MOORE	Tue. 8:00- 8:30	13	80
* CBC NATIONAL NEWS	S-S 11:00-11:21	12	82
△ * FRONT PAGE CHALLENGE	Tue. 8:30- 9:00	12	81
THE NATURE OF THINGS ('The Cree Of Painted Hills') (Repeat)	Mon. 10:00-11:00	12	84
+ SINGALONG JUBILEE	Sat. 10:32-11:00	11	68
EDGE OF NIGHT	M-F 3:30- 4:00	11	83
'THE LAST...AND THE BEST...CANADIANS'	Sun. 10:00-11:00	9	74
COUNTRYTIME (Repeat)	Wed. 10:30-11:00	9	79
WEST	Wed. 10:00-10:30	8	76
THE 1974 GRAND NATIONAL STEEPLECHASE	Sun. 5:00- 5:30	7	81
FAMILY COURT	M-F 4:00- 4:30	7	77
'KING OF THE HILL' (Ferguson Jenkins) (NFB)	Wed. 8:00- 9:00	5	78
* WORLD SERIES OF SKIING	Sat. 2:00- 3:00	4	79
TAKE THIRTY	M-F 3:00- 3:30	4	82
COUNTRY CANADA	Sun. 1:30- 2:00	3	77
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	3	\$
* CANADIAN COLLEGE SPORTS REVIEW	Sat. 3:00- 4:00	2	\$
△ PROVINCIAL AFFAIRS	Sat. 11:15-11:21	2	\$
ARTS '74	Sun. 4:30- 5:00	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

△ Pre-empted in some areas

* Re-scheduled in some areas (in the case of multi-day programs, on one occasion)

△ Joined in progress at 10:43 pm EST in British Columbia

\$ Sample too small for reliable reporting of enjoyment level

- THE NATIONAL DREAM (Sunday, 9:00-10:00 pm) continues to draw large and enthusiastic audiences. Maintaining the viewing and enjoyment levels of the last three instalments, this week's 'The Railway General' drew a 24 per cent audience and rated an index of 85. The audience record for the series to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Mar. 3	'The Great Lone Land'	28	84
Mar. 10	'The Pacific Scandal'	25	82
Mar. 17	'That Horrible B.C. Business'	23	82
Mar. 24	'The Great Debate'	24	84
Mar. 31	'The Railway General'	24	85

- Later on Sunday, the usual 'Marketplace' and 'Ombudsman/ In The Present Tense' time periods were occupied by THE LAST... AND THE BEST...CANADIANS, a further program marking Newfoundland's 25 years in Confederation. The documentary portrait of Canada's tenth province and her people drew a national audience of 9 per cent and, in those areas where both were fully available, had a marginal audience advantage over CTV's regular 'W5'. This 9 per cent audience to the CBC special is just two-thirds as big as the average (10:00-10:30 pm) audience to 'Marketplace' but equal in size to the usual audience to 'Ombudsman' - the bigger drawing card of the two programs sharing the 10:30-11:00 pm slot. The audience enjoyment index for 'The Last..And The Best' was 74.
- Broadcast at 10:00 pm on Monday (for the first time since mid-February) THE NATURE OF THINGS this week was extended to one hour for a repeat showing of 'The Cree Of Painted Hills' - a documentary portrait of the life style and culture of Cree Indians living in the James Bay area. At 12 per cent, the audience was in line with January and February audiences to regular half-hour 'Nature of Things' programs and, of course, substantially bigger than the Sunday afternoon audience that watched the original broadcast the week before. With audience reaction again being highly favourable, 'The Cree Of Painted Hills' this week rated an index of 84.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: MARCH 29-APRIL 4, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MAUDE (Repeat)	Thu. 7:30- 8:00	17	75
THE IRISH ROVERS	Fri. 7:30- 8:00	16	85
LOTSA LUCK (Repeat)	Mon. 7:30- 8:00	12	78
THAT GIRL	M-F 5:30- 6:00	11	73
HYMN SING	Sun. 5:30- 6:00	10	81
'FOUR DAY WONDER' (Comedy)	Thu. 9:00-10:00	6	61
TAKE SIXTY	Thu. 10:00-11:00	5	75
* MUSIC MACHINE	Sat. 6:30- 7:00	5	59
'REQUIEM FOR THE WORK ETHIC'	Fri. 10:00-11:00	5	61
* 'MEET THE EXPOS '74'	Sat. 7:34- 8:00	4	71
MR. CHIPS	Wed. 7:30- 8:00	4	69
* CANADIAN LADIES CURLING CHAMPIONSHIP	Sat. 4:00- 5:00	4	74
'NOVA SCOTIA ELECTION 1974'	Fri. 7:00- 7:30	3	60
JULIETTE AND FRIENDS	M-F 2:00- 2:30	3	79
* UPDATE	Sat. 6:00- 6:30	3	\$
* VIEWPOINT	M-F 11:22-11:29	2	71
YOUTH CONFRONTATION	Sun. 4:00- 4:30	2	\$
CANADIAN FILM MAKERS	Sun. 2:30- 3:00	1	\$
WORLD OF MUSIC	Sun. 3:00- 4:00	1	\$
MAN AT THE CENTER ('Plus Equals Minus - Josef Albers') (Repeat)	Sun. 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	18	81
<u>CTV PROGRAMS</u>			
‡ HOCKEY - NHL	Wed. 8:00-10:33	28	84
SONNY AND CHER (Repeat)	Sun. 7:30- 8:30	19	71
THE STREETS OF SAN FRANCISCO (Repeat)	Thu. 9:00-10:00	18	80
+ ACADEMY PERFORMANCE ('The Little House On The Prairie')	Sat. 8:00-10:00	18	84
MEDICAL CENTER	Mon. 9:00-10:00	16	79
IRONSIDE (Repeat)	Thu. 8:00- 9:00	15	80
+ KUNG FU	Mon. 8:00- 9:00	15	80
+ SANFORD AND SON (Repeat)	Thu. 7:30- 8:00	14	84
+ THE ROOKIES (Repeat)	Mon. 7:00- 8:00	14	83
+ THE BRADY BUNCH	Sun. 7:00- 7:30	14	77
+ CTV SUNDAY NIGHT MOVIE ('Columbo: Double Exposure') (Repeat)	Sun. 8:30-10:00	13	77
WIDE WORLD OF SPORTS	Sat. 4:00- 5:30	12	81
POLICE SURGEON (Repeat)	Sat. 7:30- 8:00	11	76
PIG 'N' WHISTLE	Mon. 10:00-10:30	10	71
FRIDAY NIGHT MOVIE ('The Alpha Caper') (Repeat)	Fri. 8:00- 9:30	10	79
CTV TUESDAY NIGHT MOVIE ('To Steal A King') (Repeat)	Tue. 7:30- 9:00	10	78
+ UNTAMED WORLD	Sun. 5:00- 5:30	10	88
KOJACK (Repeat)	Tue. 10:00-11:00	10	84
ANOTHER WORLD	M-F 3:00- 3:30	10	87
+ GIRL WITH SOMETHING EXTRA (Repeat)	Thu. 7:00- 7:30	9	77
W5	Sun. 10:00-11:00	7	73
MARCUS WELBY, M.D. (Repeat)	Tue. 9:00-10:00	7	78
+ IAN TYSON	Thu. 10:00-10:30	7	70
+ HEADLINE HUNTERS	Tue. 7:00- 7:30	6	84
CTV NATIONAL NEWS	S-S 11:00-11:20	6	81
SOMERSET	M-Th 2:30- 3:00	6	82
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	6	81
ANYTHING YOU CAN DO	M-F 4:00- 4:30	5	69
ROQ	Sat. 7:00- 7:30	5	53
+ STARLOST (Repeat)	Fri. 7:00- 8:00	5	58
+ SPORTS BEAT '74	Wed. 10:35-11:04	2	\$
+ TARGET THE IMPOSSIBLE (Repeat)	Thu. 10:30-11:00	2	\$

* Re-scheduled in some areas (in the case of multi-day programs, on one occasion)

‡ Joined in progress at 7:34 pm EST in the East

‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

+ Not carried (on this day and at this time) on all CTV stations

□ Broadcast 11:05-11:25 pm on Wednesday

\$ Sample too small for reliable reporting of enjoyment level

- Wednesday's program in the 8:00-9:00 pm slot was KING OF THE HILL, a documentary profile of major league pitcher Ferguson Jenkins. The NFB-produced special focused on the Canadian-born player's 1972 and 1973 seasons with the Chicago Cubs. With viewing at the relatively low 5 per cent mark, the broadcast rated an audience enjoyment index of 78.
- Following this at 9:00-10:00 pm, a 14 per cent audience watched a repeat of last fall's THE FIDDLES OF SHELBURNE program on the 23rd annual 'Old Time Fiddlers Contest'. As was the case before, audience reaction, particularly among older viewers, was highly favourable - indices of enjoyment on this occasion, 91 for those aged 50 and over, 85 for the audience as a whole.
- Broadcast in its usual 10:00-10:30 pm slot on Wednesday, the NFB's WEST series this week drew an about-average audience of 8 per cent. The subject of the program, on this occasion, was Winnipeg's St. John's Cathedral Boys' School - in particular, its initiation program for new students. At 76, the enjoyment index was one of the highest for the series to date. The audience record so far:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Dec. 19	'I Don't Have To Work That Big' (sculptor Joe Fafard)	6	73
Dec. 26	'Catskinner Keen' (self-made millionaire Bob Keen)	8	71
Jan. 2	'Starblanket' (Indian chief Noel Starblanket)	9	63
Jan. 9	'Every Saturday Night' (musical groups created in Alberta during depression years)	9	80
Jan. 16	'Ruth and Harriet - Two Women Of The Peace' (Frontier women from Peace River district)	11	67
Jan. 30	'Some Natives Of Churchill'	10	69
Feb. 20	'Cavendish Country' (song-writer Cal Cavendish)	7	58

continued....

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MARCH 29-APRIL 4, 1974

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DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM		
FRI 29th	7:00- 7:30	Not Complete Network		5	+ STARLOST (Repeat)		
	7:30- 8:00	Not Complete Network					
	8:00- 8:30	ALL IN THE FAMILY (Repeat)	34	11	FRIDAY NIGHT MOVIE ('The Alpha Caper') (Repeat)		
	8:30- 9:00	MASH (Repeat)	26				
	9:00- 9:30	'THE WILF CARTER STORY'	21				
	9:30-10:00						
	10:00-10:30	Not Complete Network		#	'GRAMMY SALUTES OSCAR'		
	10:30-11:00	Not Complete Network					
SUN 31st	7:00- 7:30	TO THE WILD COUNTRY: 'The Other Newfoundland' (Repeat)	18	15	+ THE BRADY BUNCH		
	7:30- 8:00						
	8:00- 8:30	THE WALTONS (Repeat)	24	20	SONNY AND CHER (Repeat)		
	8:30- 9:00						
	9:00- 9:30	THE NATIONAL DREAM: 'The Railway General'	23	14	CTV SUNDAY NIGHT MOVIE + ('Columbo: Double Exposure') (Repeat)		
	9:30-10:00						
	10:00-10:30	'THE LAST..AND THE BEST... CANADIANS'	9	8	W5		
10:30-11:00							
MON 1st	7:00- 7:30	Local Programming		14	+ THE ROOKIES (Repeat)		
	7:30- 8:00	Not Complete Network					
	8:00- 8:30	THE PARTRIDGE FAMILY (Repeat)	20	15	+ KUNG FU		
	8:30- 9:00	CANNON (Repeat)	20				
	9:00- 9:30			THIS IS THE LAW	17	16	MEDICAL CENTER
	9:30-10:00						
	10:00-10:30	THE NATURE OF THINGS ('The Cree Of Painted Hills'), (Repeat)	11	11	PIG 'N' WHISTLE		
	10:30-11:00			Not Complete Network			
THU 4th	7:00- 7:30	Local Programming		9	+ GIRL WITH SOMETHING EXTRA (Repeat)		
	7:30- 8:00	Not Complete Network		15	+ SANFORD AND SON (Repeat)		
	8:00- 8:30	CAROL BURNETT	23	16	IRONSIDE (Repeat)		
	8:30- 9:00						
	9:00- 9:30	Not Complete Network		19	THE STREETS OF SAN FRANCISCO (Repeat)		
	9:30-10:00						
	10:00-10:30					7	+ IAN TYSON
	10:30-11:00					2	+ TARGET THE IMPOSSIBLE (Repeat)
S-S	11:00-11:20	1/2 CBC NEWS	12	7	4 CTV NEWS		

‡ Re-scheduled in some areas on Tuesday

‡ Broadcast 11:05-11:25 pm on Wednesday

+ Not carried (on this day and at this time) on all CTV stations

Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Mar. 6	'On The Shores Of Lac La Ronge...' (fishing camp)	8	75
Mar. 13	'The Jews Of Winnipeg'	8	71
Mar. 20	'This Riel Business' (performance by Globe Theatre Company of Saskatchewan)	6	66
Mar. 27	'We're Here To Stay' (Agri Pool Ltd.)	7	73
Apr. 3	'The New Boys' (Winnipeg's St. John's Cathedral Boys' School)	8	76

- This week's Thursday evening schedule included THE FOUR DAY WONDER, a comedy written by Bruce Martin and based on a science fiction story by R.A. Lafferty. It tells of a child's use of a disappearing agent in support of his family's efforts to convince City Hall that their home should not be torn down in order to accommodate a highrise apartment building. Broadcast in the 9:00-10:00 pm slot on the metronet and on some CBC affiliate stations, it drew an audience of 6 per cent - about equal to recent Thursday at 9:00 pm audiences to the just-finished 'Play's The Thing'. And, with an enjoyment index of 61, 'Four Day Wonder' about equalled the enjoyment norm of the preceding drama series.
- Later on Thursday (at 10:00-11:00 pm), the TAKE 30/60 series made its final appearance of the season. With viewing at the slightly-above-average level of 5 per cent, the broadcast rated an enjoyment index of 75 - about average for the series as a whole. The various segments of this concluding edition included a look at the current situation of the European Economic Community, a report on how the Manitoba garment industry will be affected by the Province's proposed immigration ban, discussion of the feasibility of nationalizing Canadian transportation systems, an interview with political satirist Art Buchwald and a conversation with a taxi driver who hopes to have a singing career.

- On Friday (at 9:00-10:00 pm), the regular 'Tommy Hunter' was this week displaced by THE WILF CARTER STORY, a special program tracing the long-time career of the country-style singer. Reaction to the program, particularly among older viewers, was highly enthusiastic - index of enjoyment 90 for those aged 50 and over, and for the audience as a whole, 84. And, at 23 per cent, the 'Wilf Carter' audience was as big as any attracted to an individual 'Hunter' program this season and some 5 percentage points bigger than the pre-empted series' average audience.
- Following this at 10:00-11:00 pm (on the metronet and on some CBC affiliate stations) 'The World At War' was also displaced by special programming. REQUIEM FOR THE WORK ETHIC dealt with the apparently impending demise of the work ethic. Filmed in Canada, the United States and in Europe, it featured the comments of international political scientists, economists and labour spokesmen, among them architect-philosopher Buckminster Fuller and economist John Kenneth Galbraith. With an audience of 5 per cent (as against recent 'World At War' audiences of 7-8 per cent), the broadcast rated an enjoyment index of 61. With the CTV's usual Friday at 10:00 pm program (F.B.I.) also being pre-empted this week, 'Requiem For The Work Ethic' ran directly against 'Grammy Salutes Oscar', a Gene Kelly-hosted tribute to Academy Award-winning songs for which no audience data is available.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/74/25

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: APRIL 5-11, 1974

THIS WEEK

Special network programming this week included four NHL 'Hockey Playoffs', a 'France-Canada Indoor Track and Field Meet', a 'Major League Baseball' game between Atlanta and Cincinnati, a film titled 'The Great Air Race', 'All Around The Circle' and a 'Man At The Center' tribute to the late A. Y. Jackson. Due to insufficient advance notice of scheduling, however, no audience information is available for the three last-named broadcasts. The week also marked the return of 'Klahanie' and 'The World We Live In'.

Regular CBC programs pre-empted throughout the country this week were: 'Replay', 'West', 'Countrytime' and 'CBC Newsmagazine'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Wednesday and Thursday of this week marked the beginning of the season's NHL HOCKEY PLAYOFFS. At 6:30 pm EST, CBC stations in the Toronto area provided live coverage of the Boston-Toronto contests and, at 8:00 pm eastern time on these same two nights, network stations elsewhere across the country carried the first and second games of the New York-Montreal playoffs. The combined audience to these quarter-final competitions on each evening was 36-37 per cent - somewhat bigger than usual weekly audiences to regular-season NHL games but significantly smaller than last year's opening 'Playoff' audiences of 43-44 per cent. However, as with most playoffs, the great majority of those who watched this week's contests much enjoyed them, the indices of enjoyment for the four games being in the high 84-87 range.
- Friday of this week (10:00-11:00 pm on the metronet and on some CBC affiliate stations) marked the penultimate appearance of the 26-part Thames Television production THE WORLD AT WAR. At 5 per cent, the audience to this latest program - 'Reckoning 1945 and After' - was 2-3 percentage points smaller than most 'World At War' audiences since early January. It was, however, in line with audiences to the first fifteen instalments. On this occasion the enjoyment index was 72 - some 5 points below average for the World War II series, the indices of which have varied between a high of 83 and low of 71.
- On Sunday at 9:00-10:00 pm the sixth program in THE NATIONAL DREAM attracted a 25 per cent audience - virtually unchanged from audiences to the last four episodes and one that ranks it among the top audience attractions of the week (behind 'Hockey', 'All In The Family', 'Wonderful World of Disney', and 'Cannon'). And, maintaining the high audience enjoyment level of preceding instalments, Sunday's 'The Sea Of Mountains' rated an enjoyment index of 84. The series' record to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Mar. 3	'The Great Lone Land'	28	84
Mar. 10	'The Pacific Scandal'	25	82
Mar. 17	'That Horrible B.C. Business	23	82

continued....

TABLE 1 PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: APRIL 5 - 11, 1974

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+ NHL HOCKEY PLAYOFF	Wed. 8:00-10:40	37	86
+ NHL HOCKEY PLAYOFF	Thu. 8:00-10:35	36	85
ALL IN THE FAMILY (Repeat)	Fri. 8:00- 8:30	32	82
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:44	32	82
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	30	85
CANNON (Repeat)	Mon. 8:30- 9:30	27	75
THE NATIONAL DREAM: 'The Sea of Mountains'	Sun. 9:00-10:00	25	84
MASH (Repeat)	Fri. 8:30- 9:00	25	83
THE WALTONS (Repeat)	Sun. 7:30- 8:30	23	85
TOMMY HUNTER	Fri. 9:00-10:00	23	81
THE PARTRIDGE FAMILY (Repeat)	Mon. 8:00- 8:30	21	73
THIS IS THE LAW	Mon. 9:30-10:00	17	75
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	16	82
POLICE STORY	Tue. 8:30- 9:30	16	82
MARY TYLER MOORE (Repeat)	Tue. 8:00- 8:30	15	74
MARKETPLACE	Sun. 10:00-10:30	15	83
THE BEACHCOMBERS	Sun. 7:00- 7:30	15	72
DICK VAN DYKE (Repeat)	Sun. 8:30- 9:00	14	68
* CBC NATIONAL NEWS	S-S 11:00-11:21	12	83
△ EDGE OF NIGHT	M-F 3:30- 4:00	9	83
OMBUDSMAN	Sun. 10:30-11:00	9	82
THE NATURE OF THINGS ('James Bay') (Repeat)	Mon. 10:00-10:30	9	83
UP CANADA	Tue. 10:00-10:30	8	70
MAN ALIVE	Mon. 10:30-11:00	8	85
⚡+ SINGALONG JUBILEE	Sat. 10:46-11:00	7	71
FAMILY COURT	M-F 4:00- 4:30	6	79
SOME HONOURABLE MEMBERS	Tue. 10:30-11:00	4	67
△ TAKE THIRTY	M-F 3:00- 3:30	3	81
COUNTRY CANADA	Sun. 1:30- 2:00	3	\$
NATION'S BUSINESS (Progressive Conservative Party)	Sun. 11:15-11:21	3	\$
MUSIC TO SEE (Repeat)	Sun. 5:00- 5:30	2	\$
‡ PROVINCIAL AFFAIRS	Sat. 11:15-11:21	2	\$
☐+ CANADIAN SPORTS REPORT	Wed. 10:41-11:00	2	\$
ARTS '74	Sun. 4:30- 5:00	2	\$
+ SPORTSWEEK	Sat. 3:54- 4:00	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions)

* Re-scheduled in some areas on two occasions

△ Pre-empted in Ontario on Wednesday

⚡ Joined in progress at 10:33 pm EST in the Toronto region

‡ Pre-empted in Nova Scotia

☐ Broadcast 9:11-9:30 pm in the Toronto region

\$ Sample too small for reliable reporting of enjoyment level

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Mar. 24	'The Great Debate'	24	84
Mar. 31	'The Railway General'	24	85
Apr. 7	'The Sea Of Mountains'	25	84

Topics discussed on Sunday's MARKETPLACE (10:00-10:30 pm) were Canadian moving companies, a Toronto discount clothing store, a Winnipeg co-operative housing community, the lack of low-cost health insurance for visitors to Canada and children's running shoes. Typical of the series as a whole, the broadcast was highly acclaimed with an audience enjoyment index of 83. At the national level, the audience was 15 per cent - also about average for the consumer interest series. And, in the common CBC-CTV coverage area 'Marketplace' had a typically substantial (ratio 5:2) audience advantage over the opposing 'W5'. The audience record for the series to date:

<u>DATE</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Jan. 6	12	76
Jan. 13	13	82
Jan. 20	14	83
Jan. 27	17	84
Feb. 3	16	83
Feb. 10	16	75
Feb. 17	18	86
Feb. 24	13	76
Mar. 3	pre-empted	
Mar. 10	13	77
Mar. 17	13	78
Mar. 24	16	82
Mar. 31	pre-empted	
Apr. 7	15	83

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: APRIL 5 - 11, 1974

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Fri. 7:30- 8:00	16	85
LOTSA LUCK (Repeat)	Mon. 7:30- 8:00	13	78
* MAUDE (Repeat)	Thu. 7:30- 8:00	11	77
* THAT GIRL	M-F 5:30- 6:00	10	75
HYMN SING	Sun. 5:30- 6:00	9	82
WORLD AT WAR	Fri. 10:00-11:00	5	72
FRANCE-CANADA INDOOR TRACK AND FIELD MEET	Sun. 2:30- 4:00	4	77
* MUSIC MACHINE	Sat. 6:30- 7:00	4	62
* MR. CHIPS	Wed. 7:30- 8:00	3	\$
JULIETTE AND FRIENDS	M-F 2:00- 2:30	3	77
YOUTH CONFRONTATION	Sun. 4:00- 4:30	2	\$
* VIEWPOINT	M-F 11:22-11:29	2	\$
* UPDATE	Sat. 6:00- 6:30	2	\$
* KLAHANIE	Sat. 1:30- 2:00	1	\$
WORLD WE LIVE IN (Repeat)	Sun. 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	17	84
<u>CTV PROGRAMS</u>			
KOJACK	Tue. 10:00-11:00	20	84
* WEDNESDAY NIGHT MOVIE ('Airport') (Repeat)	Wed. 8:00-10:43	16	86
+ THE STREETS OF SAN FRANCISCO (Repeat)	Thu. 9:00-10:00	14	79
+ THE BRADY BUNCH (Repeat)	Sun. 7:00- 7:30	13	75
+ THE ROOKIES (Repeat)	Mon. 7:00- 8:00	13	82
+ ACADEMY PERFORMANCE ('The Story Of Jacob and Joseph')	Sat. 8:00-10:00	13	77
+ KUNG FU	Mon. 8:00- 9:00	13	80
MARCUS WELBY, M.D. (Repeat)	Tue. 9:00-10:00	12	80
CTV TUESDAY NIGHT MOVIE ('Banacek: No Sign Of The Cross') (Repeat)	Tue. 7:30- 9:00	12	77
FRIDAY NIGHT MOVIE ('Melvin Purvis, G - Man')	Fri. 8:00- 9:30	11	65
+ SANFORD AND SON (Repeat)	Thu. 7:30- 8:00	11	84
+ F.B.I.	Fri. 10:00-11:00	11	75
+ CTV SUNDAY NIGHT MOVIE ('Hawkins: A Life For A Life') (Repeat)	Sun. 8:30-10:00	11	77
+ IRONSIDE (Repeat)	Thu. 8:00- 9:00	11	76
POLICE SURGEON (Repeat)	Sat. 7:30- 8:00	10	75
ANOTHER WORLD	M-F 3:00- 3:30	10	87
+ UNTAMED WORLD	Sun. 5:00- 5:30	9	85
WIDE WORLD OF SPORTS	Sat. 4:00- 5:30	9	82
PIG 'N' WHISTLE	Mon. 10:00-10:30	8	75
+ HEADLINE HUNTERS	Tue. 7:00- 7:30	7	79
+ IAN TYSON	Thu. 10:00-10:30	7	70
SOMERSET	M-F 2:30- 3:00	6	83
+ CTV NATIONAL NEWS	S-S 11:00-11:20	6	83
W5	Sun. 10:00-11:00	6	69
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	6	82
+ GIRL WITH SOMETHING EXTRA	Thu. 7:00- 7:30	5	78
ROQ	Sat. 7:00- 7:30	5	65
ANYTHING YOU CAN DO	M-F 4:00- 4:30	5	71
+ STARLOST (Repeat)	Fri. 7:00- 8:00	5	54
+ TARGET THE IMPOSSIBLE (Repeat)	Thu. 10:30-11:00	3	\$
+ SPORTS BEAT '74	Wed. 10:45-11:15	2	\$

* Re-scheduled in some areas (in the case of multi-day programs, on two occasions)

+ Not carried (on this day and at this time) on all CTV stations

¢ Broadcast 11:15-11:35 pm on Wednesday

\$ Sample too small for reliable reporting of enjoyment level

- The other CBC program running against 'W5' this week was OMBUDSMAN. Broadcast, as usual, at 10:30-11:00 pm, the bi-weekly series this week had a 3 to 2 audience lead over the CTV program in those areas where both were fully available. Nationally, the audience to this seventh 'Ombudsman' was 9 per cent - in line with audiences (in the 8-11 per cent range) attracted to preceding editions. The specially well received program - index of enjoyment 82 as against a series' enjoyment norm of 77 - investigated the case of a severely handicapped university student in need of financial assistance and that of an immigrant farmer who was having problems obtaining a loan to further develop his Northern B.C. holding.
- At 10:00-10:30 pm on Monday, THE NATURE OF THINGS repeated its recent program on the environmental problems of the James Bay area, site of the James Bay Hydro Project. Maintaining the high level of audience enjoyment of the original broadcast and, indeed of 'Nature Of Things' programs in general, the repeat showing rated an index of 83. The size of the audience was 9 per cent - 2 percentage points below average for the series this season.
- As a special tribute to the late Bruce Marsh, MAN ALIVE (Monday at 10:30-11:00 pm) featured a recently-filmed conversation with the longtime CBC broadcaster. During his futile wait for a heart transplant, Marsh spoke candidly of his innermost thoughts and feelings on facing death. Much appreciated by those who watched it, the broadcast rated an enjoyment index of 85 as against a 'Man Alive' enjoyment norm of 73. The audience on this occasion was 8 per cent - the same size of audience the series had on its last appearance in mid-February but smaller than this season's peak 'Man Alive' audiences of 10-12 per cent.
- Tuesday's UP CANADA (10:00-10:30 pm) investigated the financial situation of British Columbia's Garibaldi Resort and featured conversations (about the up-coming Olympic Lottery draw) with residents of several former Canadian boom towns. Viewing, at the 8 per cent mark, was unchanged from the series' last few appearances but short of peak 'Up Canada' viewing levels of 9-10 per cent. The index of audience enjoyment was 70 - 5 points above average for the series to date.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: APRIL 5-11, 1974

WEEK: APRIL 5-11, 1974					
DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 5th	7:00- 7:30	Local Programming		5	+ STARLOST (Repeat)
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	ALL IN THE FAMILY (Repeat)	32	12	FRIDAY NIGHT MOVIE ('Melvin Purvis, G-Man')
	8:30- 9:00	MASH (Repeat)	24		
	9:00- 9:30	TOMMY HUNTER	22		
	9:30-10:00			Not Complete Network	
	10:00-10:30	Not Complete Network		11	F.B.I.
	10:30-11:00				
SUN 7th	7:00- 7:30	THE BEACHCOMBERS	15	14	+ THE BRADY BUNCH (Repeat)
	7:30- 8:00	THE WALTONS (Repeat)	23	#	'SANDY IN DISNEYLAND' (Sandy Duncan)
	8:00- 8:30				
	8:30- 9:00	DICK VAN DYKE (Repeat)	13	11	CTV SUNDAY NIGHT MOVIE + ('Hawkins: A Life For A Life') (Repeat)
	9:00- 9:30	THE NATIONAL DREAM: 'The Sea Of Mountains'	25		
	9:30-10:00	MARKETPLACE	15		
	10:00-10:30				
	10:30-11:00			OMBUDSMAN	9
MON 8th	7:00- 7:30	Local Programming		14	+ THE ROOKIES (Repeat)
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	THE PARTRIDGE FAMILY (Repeat)	20	14	+ KUNG FU
	8:30- 9:00	CANNON (Repeat)	26	#	'OLD FAITHFUL' (Music Special)
	9:00- 9:30				
	9:30-10:00	THIS IS THE LAW	16		
	10:00-10:30	THE NATURE OF THINGS ('James Bay') (Repeat)	8	8	PIG 'N' WHISTLE
	10:30-11:00	MAN ALIVE	8	Not Complete Network	
TUE 9th	7:00- 7:30	Local Programming		8	+ HEADLINE HUNTERS
	7:30- 8:00				
	8:00- 8:30	MARY TYLER MOORE (Repeat)	15	12	CTV TUESDAY NIGHT MOVIE (('Banacek: No Sign Of The Cross')) (Repeat)
	8:30- 9:00	POLICE STORY	15		
	9:00- 9:30	FRONT PAGE CHALLENGE	16	13	MARCUS WELBY, M.D. (Repeat)
	9:30-10:00				
	10:00-10:30				
	10:30-11:00	SOME HONOURABLE MEMBERS	4	21	KOJACK
S-5	11:00-11:20	6 CBC NEWS	11	7	8 CTV NEWS

6 Broadcast at midnight in the Atlantic regions on Wednesday and Thursday

8 Broadcast at 11:15-11:35 pm on Wednesday

+ Not carried (on this day and at this time) on all CTV stations

Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday, Wednesday and Thursday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday, Wednesday and Thursday data in this table.

- Following 'Up Canada' at 10:30-11:00 pm, SOME HONOURABLE MEMBERS dealt with the particular problems of the Northwest Territories. Guest of Patrick Watson was the Honourable Jean Chretien, Minister of Indian Affairs and Northern Development. About equalling the average index for the series as a whole, the broadcast was moderately well received with an enjoyment index of 67. The size of the audience was 4 per cent - slightly short of the series' viewing norm of 5 per cent and, of course, smaller than mid-winter 'Honourable Members' audiences of 6-7 per cent.

THIS IS THE FINAL WEEKLY REPORT FROM THE 1973-74 PANEL SURVEY WHICH, DUE TO THE RECENT MAIL STRIKE, CEASED OPERATION FOR THE SEASON EARLIER THAN IN PREVIOUS YEARS - ON APRIL 11, 1974.



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